

VOGUE

60c

JULY

The dress that's
never out of season:
new versions

"A Plea for
Flirtation"

Beauty
treatment
for your voice

Vogue's
super
food system

Permanent check list...
new foods...new uses

**ADVANCE
RETAIL
TRADE
SUPPLEMENT**

Opposite page 12



Outrageously feminine!



AQUAMARINE

The classic of all floral fragrances

Just touch...and spray the most outrageously feminine fragrance of them all...cool, enchanting Aquamarine...at your fingertips anytime, anywhere in the smart new travel size.

Revlon

NEW YORK • LONDON • PARIS



©1959 REVLON, INC.

BEN KAHN NEW YORK



CREEDS

TORONTO, CANADA

ROBERTS BROTHERS

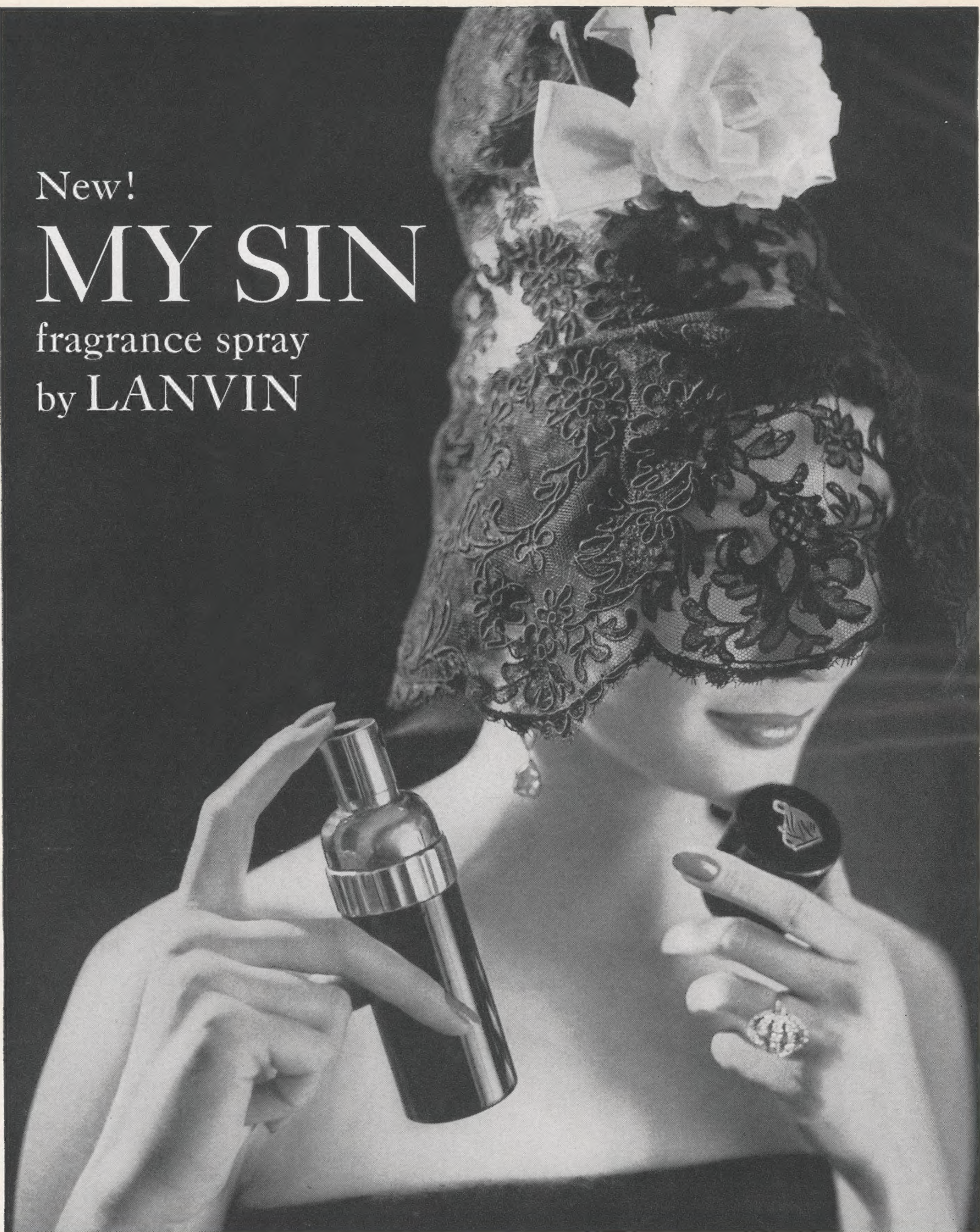
SAN FRANCISCO

SOMALI LEOPARD

New!

MY SIN

fragrance spray
by LANVIN



The lady chooses to remain a mystery, but there's *no* mystery about the fragrance spray she's using! It's new. It's lavish. It's Lanvin. *Different* from any other spray because an exclusive Lanvin process keeps the measured seduction of MY SIN Eau de Toilette completely unchanged, completely beautiful, from first spray to last.

In Lanvin's *elegant* black-and-gold container: *three* magnificent ounces, about 1500 sprays! Five dollars. Refills 3.75. plus tax

AMERICAN VOGUE

JESSICA DAVES

Editor-in-Chief

ALEXANDER LIBERMAN

Art Director

Senior Editors:

ALLENE TALMEY, Feature Editor

PRISCILLA PECK, Art Editor

MARGARET CASE

Managing Editor:

CAROL PHILLIPS

Fashion Editors:

NICOLAS DE GUNZBURG

CATHERINE McMANUS

BABS SIMPSON

KATHRYNE HAYS

MARGARET INGERSOLL

DENISE LAWSON-JOHNSTON

GRACE MIRABELLA

BETTY RHINEHART

CHESBROUGH RAYNER, Shop Hound

ELEANORE PHILLIPS, Los Angeles

SUSAN TRAIN, Paris

Executive Editor:

MILDRED MORTON

Beauty Editor:

CATHERINE GRAVETT

BETTINA McNULTY

Copy Editor:

ROSEMARY BLACKMON

Copy Associates:

LYDIA McCLEAN

MAUREEN FOUNTAIN

MARY KLEVE

EDITH LOEW

Fashions in Living:

ALISON BISGOOD

LUC BOUCHAGE

Travel Editor:

DESPINA MESSINESI

Contributing Editors:

MAB WILSON

MILLICENT FENWICK

THOMAS W. PHIPPS

TATIANA McKENNA

PHYLLIS STARR

Copy Executive:

JEANNE BALLOT

ANNIS BRADSHAW

Merchandising Service:

DOROTHY PARK

Production Manager:

MARCEL GUILLAUME

Layout:

G. WOODFORD PRATT

GERALD SLATER

Promotion Director:

MARY JANE POOL

Advertising Director:

HAROLD B. HOLTZ

Advertising Manager:

WILLIAM C. STOWELL

Fashion Advertising Manager:

RICHARD McMAHON

Associate Advertising Manager:

ROBERT E. YOST

NEW ENGLAND OFFICE

Statler Building, Boston 16, Mass.

Manager: John Brunelle

WESTERN OFFICE

Wrigley Building, Chicago 11, Ill.

Manager: William C. Stowell

PACIFIC COAST OFFICE

631 S. Westmoreland Ave., Los Angeles 5, Cal.

Manager: Robert J. Lapham

BRITISH VOGUE

Vogue House, Hanover Square, London W. 1.

Editor: Audrey Withers

Chairman: Harry W. Yoxall

Managing Director: Reginald A. F. Williams

FRENCH VOGUE

4 Place du Palais Bourbon, Paris 7

Editor: Edmonde Charles-Roux

Ass't to Publisher: Henry Bertrand

VOGUE IS PUBLISHED BY THE CONDÉ NAST PUBLICATIONS INC.

Editorial and Advertising Offices

420 Lexington Ave., New York 17, N. Y.

Telephone — LExington 2-7500

I. S. V.-Patcévitch, President

Benjamin Bogin, Vice President

Perry L. Ruston, Vice President

Wells Drorbaugh, Vice President

Alfred W. Cook, Treasurer

Mary E. Campbell, Secretary

Harold G. Meyer, Business Manager

Frank F. Soule, General Sales Counsel

VOGUE

INCORPORATING VANITY FAIR

There are three Vogues: American, French, British

I. S. V.-PATCÉVITCH Publisher

JULY, 1959

COVER

First of July look that promises not to skip a beat of its charm on the way to October—honeyed skin; a touch more of eye make-up; lipstick a touch pinker; hair worn loose, longish, apparently streaming sunshine. To that end, you might investigate the news of a temporary colourer and hair-conditioner by Helene Curtis—Riviera Rinse, in a sunniness called Spice Brown.

One salon dispensing this sunshine now: Maison Antoine, at Saks Fifth Avenue.

Lipstick-coloured gloves, by Wear-Right. At Saks Fifth Avenue.



PENN

FASHIONS

- 39 Vogue's eye view of skiing in July
- 40 Never-out-of-season dressing
- 41 The velvet hat—one full year's worth of fashion
- 42 Paisley answer service—continuous
- 46 Never-out-of-season black
- 50 Breather for black—the pale crêpe dress
- 52 Black-dress substitutes: colour simples
- 54 New answer to black—pale black
- 64 California clothes rush—the grape colours
- 82 Blue and black: the ticket in town now
- 84 Paisley print for dining at home
- 87 Summer dining-at-home dress
- 88 Puerto Rican clothes photographed in the Virgin Islands
- 90 Midsummer travel suit
- 92 The brigand coats
- 94 Three coats—each with a flip side
- 96 Ilka Chase's round-the-world travel clothes
- 98 Puerto Rico—the clothes to get around in
- 102 Bathing suits in PR—off the ground
- 104 Vogue Patterns: the little black dress—cross-season clothes current

FEATURES • ARTICLES • PEOPLE

- 4 "How to be a guest on a boat." By Sally Iselin
- 56 People are talking about
- 57 Jerry Leiber and Mike Stoller
- 58 Sports Figures in Action
- 60 "Gypsy"—new musical
- 62 Kim Novak
- 63 Millie Perkins
- 72 "A Plea for Flirtation." By Marya Mannes
- 74 Beauty—Continuing: Countess Bismarck
- 80 "The Transatlantic Smiths"
- 88 Trans-season report—St. Thomas, Virgin Islands
- 99 Puerto Rican notes
- 106 Gossipy Memo on Travel

FASHIONS IN LIVING

- 20 Tooling up for Vogue's super food system
- 106 Six to beat the heat—aspics and quenchers
- 108 Vogue's super food check list
- 110 Vogue's super food system
- 111 Hot news about frozen foods
- 112 Nine summer coolers
- 114 More tools for super food

BEAUTY

- 78 Sounding simply marvellous—a new beauty routine for the voice
- 85 The scented summer

DEPARTMENTS

- 28 Vogue's School Directory
- 30 Vogue's Travelog
- 34 Shop Hound

**SEE TOP COUTURE COLLECTIONS
IN PARIS, LONDON, ROME, MADRID
VIA AIR FRANCE SUPER STARLINER AND JET CARAVELLE**

AIR FRANCE
WORLD'S LARGEST AIRLINE

**FASHION HOLIDAY
IN EUROPE**

29 DAYS DE LUXE—\$2349

**LEAVING NEW YORK
OCTOBER 17 or 31**

LOOK FORWARD TO—

- Other Stops:
Nice, Naples, Capri
- Luxe Hotels—
where whims are law
- The Restaurants—
where good food was born
- Smartest Shopping—
*couture houses;
new finds for your list
of favorite shops*
- Head-to-toe beauty
*at Elizabeth Arden Salons.
Pink-carpet attention—
use your charge account
if you wish*
- Theatre, palaces,
country outings

See your travel agent or write:

Mlle. Colette D'Orsay
Air France, 683 Fifth Avenue, New York 22, N. Y.

Please send me details of Air France "Fashion Holiday in Europe."

Name _____

Address _____

City _____ Zone _____ State _____

V/59

How to be a guest on a boat

BY SALLY ISELIN

For twenty years, off and on, my rôle has been that of hostess on a boat—always a sailboat, though the sizes and shapes have varied. During that time I have observed, narrowly, a stream of landlubbing guests. Some of them seem to have a good time cruising with us. But others have a sort of hearts-of-oak, we'll-see-this-thing-through-somehow expression; and still others look utterly miserable. One reason for this, I think, is that on a medium-sized boat such as ours (our present one is a forty-foot ketch), where the host and hostess do the work themselves, there is little time to explain things to guests. What is needed, perhaps, is a small guidebook to prepare the would-be guest for what lies ahead.

The thing to remember is that we were all landlubbers once. At any rate I was, and my own reactions to the first boat we ever owned were about evenly compounded of surprise, disbelief, and horror. She was an antique, a gaff-rigged sloop about forty feet long and fourteen feet wide, that had been used by pilots in the North Sea for almost forty years before my husband bought her in 1934. She was a good sea boat, almost as steady as the "Queen Mary," and sailed serenely through the kind of sea and weather in which the fancier and leaner yachts of the day couldn't leave the harbour. But when I (whose idea of roughing it, up to that time, had been taking the night train from Boston to New York) first boarded this craft, I only observed what she lacked: electricity, running water, and any kind of auxiliary engine, among other things. As for the old-fashioned coal stove, the idea of stoking it and clashing stove-lids at sea reminded me of a description I had read of the boiler-room on the "Titanic" before she went down.

The sea-going guest nowa-

days is hardly likely to encounter anything as Moby-Dickish as this—our present boat, for example, has got electric light, plenty of electrically-pumped water, and a stove that runs on bottled gas. (It even has a tiny ship's fireplace that holds a handful of briquettes, just enough to take the chill and damp out of the air below-deck.) But guests must still realize that going to spend, say, a long weekend cruising with friends on any sort of boat is not the same as going to spend the weekend with them on dry land.

My guidebook is primarily addressed to guests on medium-sized sailing boats—thirty to fifty feet overall. Many of the rules apply to bigger boats, but here the guest will usually find himself in the hands of experienced professionals who know how to take care of the landlubber. As for the very small boats, it's unlikely that visitors will spend a night on them, or stay long enough on board to warrant much advance reading.

The first thing the boating guest should do is find out the size of the boat he is going on. From this, he can get a good idea of how comfortable, or the reverse, he is likely to be. One way to do this accurately is to ask for the tonnage. Living on board a boat of twelve tons or more will be comfortable. Living on one under twelve tons will be fairly sporty, in that you are very likely to be wet if it's blowing hard; you will also be living very close to your hosts—perhaps in the same cabin, perhaps on deck.

You should, if possible, find out the length overall, and the length on the waterline. If the overall length exceeds that on the waterline by more than one-third, you can be reasonably sure you're going on a racing boat of some sort, and that she will be "heeled over" on her side most of the time.

(Continued on page 23)



The less you wear, the more you need BIKINI

New French Formula Suntan Cream by Helena Rubinstein

WHETHER your bathing suit is a bare minimum—or a fashionable sheath—let BIKINI tan you quickly and gently to a deep Riviera bronze. And give you maximum protection from the sun's burning and drying rays.

Helena Rubinstein, First Lady of Beauty Science, has blended effective sun-screening

ingredients and special moisturizers in creating BIKINI. Together with her amazing French discovery, *ferments lactiques*, these fabulous ingredients gently moisturize your skin. Protect against peeling. Keep your skin blissfully smooth and dewy, even after hours in the sun.

And all the time, you're turning to a

glowing bronze. A beautiful BIKINI bronze!

BIKINI is a translucent greaseless gelée . . . *tinted* to disguise that pale, winter look your first day under the sun. Your BIKINI tan comes quickly . . . and next thing you know, you're the *body beautiful* on the beach. Protect your skin while you tan . . . with BIKINI! Generous tube, 2.00 plus tax.

Waves and curls tomorrow with
new miracle shampoo by *Lanolin Plus*



wash 'n curl

WAVING SHAMPOO by LANOLIN PLUS

A froth of petal-soft curls to top off your natural loveliness. So simple, so easy with wonderful Wash 'n Curl protein waving shampoo by Lanolin Plus. It's your fond farewell to costly permanents, your escape from nightly pin-up drudgery. Yours to last from shampoo to shampoo, a profusion of waves and swirls that glorify your hair in truly magnificent fashion.

INTRODUCTORY FREE OFFER to prove you can have wondrous waves and curls tomorrow:
75¢ bottle free with purchase of regular \$1.50 (plus tax) size of Wash 'n Curl.



paradise *Kittens / Kitten-ettes*



Famed Kitten softness, a fashion fact now in both mid and high-heel pumps... brilliant note of color for your first step into fall. About \$18.00. For store nearest you, write Brauer Bros. Shoe Co., Saint Louis, Missouri.



Crane's Paper Opens the Door...bids the wedding guest

Crane's — F O R Y O U R P A P E R T R O U S S E A U

CRANE'S FINE PAPERS • MADE IN DALTON, MASSACHUSETTS • SINCE 1801

100% RAG EXTRA NO. 1 QUALITY PAPERS FOR SOCIAL AND BUSINESS CORRESPONDENCE • CURRENCY • SECURITIES • CARBON • TRACING



Anne Cole tells...

Why women love the new Thunderbird

The young and vivacious Vice-President of Cole of California commutes to her office (and crosses the country!) in her new Thunderbird

Anne Cole is one of the youngest, prettiest and most successful executives in the world of fashion. Her name and her swimsuits are known to fashion-conscious women all over the country. One of the rewards of success for Miss Cole is her new Thunderbird.

"It's a wonderful car," says Miss Cole. "When I'm in Los Angeles, I drive from my home to my office every day. It's only 20 miles—but you know L.A. traffic! Even so, I handle my T-bird as though I were the world's greatest driver, which I'm not. It's just that it's so easy to handle. It's so easy, in fact, that I drive from the Coast to New York twice a year. That's really traveling!"

"What I mean is that other cars I've driven seem to have 'FOR MEN ONLY' signs on them. My Thunderbird says, 'ANNE COLE.' It's *my* car and I love it.

"My Thunderbird has flair!"

"It's a black convertible with a white top and it's beautiful. Personally, I think it's the smartest car on the road, with simple, classic understatement. If you don't like clutter, if you don't like busyness . . . you'll like the Thunderbird. But, as you know, I *do* like flair in design and the Thunderbird has great flair!"

"The Thunderbird is so luxurious, too. Contoured seats add such a nice touch. They're wide and deep and couldn't be more comfortable. You don't feel as though you're sitting on the floor when you sit in a Thunderbird! And I like having the service console separating the seats. Very smart. And *practical*.

"I like the wide doors. No matter what I'm wearing, I can get in and out with no effort at all. A blessing!"

"But do you know what I like best of all? The way I *look* in my Thunderbird! It makes me look *glamorous*. I *feel* glamorous in it. It's that kind of car. And let's face it—a car is an accessory these days. And accessories must be smart."

See how *you* look in a Thunderbird

Next time you look at cars with your husband, let him see how you look in a Thunderbird. Let him see how he *feels* in a Thunderbird. Let him drive it around the corner—just once will do it—and he'll buy it for you. You'll have a Thunderbird all your own!

Your Ford dealer invites you to compare luxury cars for beauty, comfort and glamour. Do this and you'll agree with Anne Cole that the new Thunderbird is "the smartest car on the road." Yet the 1959 Thunderbird costs *far* less than other luxury cars!

FORD DIVISION, *Ford Motor Company*

"My Thunderbird *fits* me," rejoices Miss Cole. "It's just my size. This makes so much difference in how you feel at the wheel. And how you handle yourself—and the car."

America's most becoming car!





Jewels by Van Cleef & Arpels

What fun for your fingertips! Eight new Frosted 'Bon Bon' colors... so delicate...so feminine...in such good taste. Match them (as they do on the Riviera) to your gowns, your jewels—or contrast them! It's the chic new way to look—surprisingly subtle...but ooh la la!

C'est si bon?
... Mais non!

C'est les
BON BONS
de Revlon

Delicious New Pastel Colors...
in 'Frosted Finger-Tints' for Summer
Très Chic! Très Magnifique!

'BON BON'
nail enamels

- | | |
|---------------------|------------------|
| ○ PINEAPPLE YUM YUM | ○ PISTACHIO MINT |
| ○ CHAMPAGNE TAFFY | ○ BUTTER PECAN |
| ○ VIOLET CREME | ○ SUGAR BLUE |
| ○ PINK COCONUT | ○ PLATINUM |

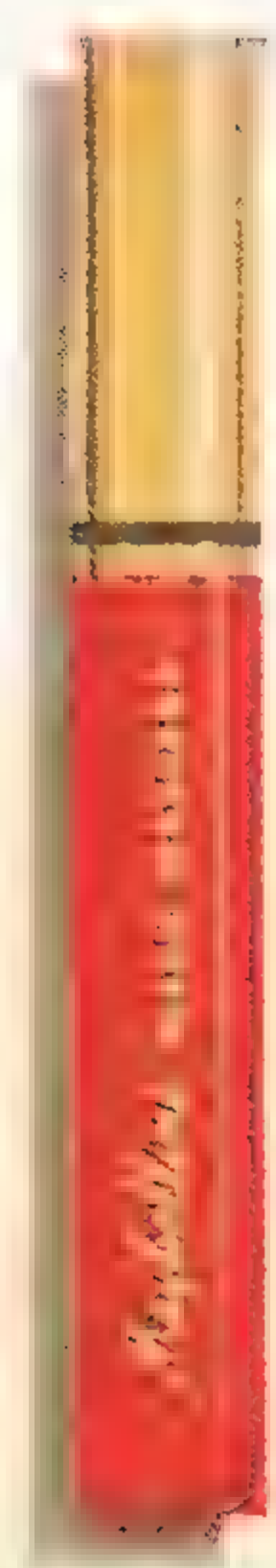
(Taste one...taste four...taste them all!)



Maybelline PRESENTS

New automatic **MAGIC MASCARA**

with totally NEW
Spiral Brush



\$1 *Lasts for months!*
REFILLS 69¢

REALLY

Waterproofs

without any sting or smart

Separates and Curls

lashes new gentler, easier way

Darkens

Instantly without a trace of stiffness

Pure and Odorless.

Easiest way ever to lovely lashes!

Never has lash-loveliness been so easy, so pleasant, so perfect! New SPIRAL BRUSH supplies exactly the right amount of MAGIC mascara—waterproofs, separates, darkens and curls each lash individually—as only the new SPIRAL BRUSH can do. Takes just seconds. No more stuck-together lashes. No more smears, blobs, spots! Never any sting or smart . . . for new MAGIC mascara is so smooth, so safe, so pure . . . lashes look their longest and loveliest always, never stiff or brittle. Makes you look as if you were *born* with long, luxuriant lashes! Four beauty-giving shades: Velvet Black, Sable Brown, Midnight Blue, Jade Green.

Maybelline . . . devoted exclusively to the art of eye beauty!



Self-Sharpener Eyebrow-Eyeliner Pencil, \$1



Jewel-Tone Eye-shadow Stick. Choice of 5 flattering shades, \$1



Precision Tweezers, 29¢



Professional Eyelash Curler, \$1



VOGUE / *idea sheet*

- “THE DRESS THAT’S NEVER OUT OF SEASON: NEW VERSIONS” . . .** Headline on the *cover* of *July Vogue* . . . and throughout the issue—fashion ideas with a summer entrance into autumn . . . trans-season clothes to wear from July to July.
- Trans-season paisleys . . .** prints throbbing with colour—beige, brown, plum, purple, gold, blue—in dresses, separates and shirts (pages 42 to 45).
- Never-out-of-season black . . .** silk and silky looks to wear from lunch through dinner-theatre-dancing (pages 46 to 49).
- Black-dress substitutes . . .** apricot to bisque, pale mauve, pale pink, cream and pale black (greyer than the darkest grey) in silk and silk-like dresses (pages 50 to 55).
- The velvet hat . . .** one full year’s worth of fashion (throughout the issue).
- CALIFORNIA CLOTHES RUSH . . .** grape-red suits and dresses containing some of the best of the West in fashion—all in shades ranging from pale rosé to deep Burgundy—in silks, wools and cottons—to wear most hours of day and late-day (pages 64 to 71).
- FASHIONS IN LIVING . . .** Vogue’s super food check list.

The “Vogue says” quotes on the reverse side of this page can be used in your newspaper advertisements, and window displays.

COPYRIGHT 1959, THE CONDÉ NAST PUBLICATIONS INC. PRINTED IN U. S. A.

VOGUE IS PUBLISHED SEMI-MONTHLY, EXCEPT FOR THE MONTHS OF MAY, JUNE, JULY AND DECEMBER, WHEN IT IS PUBLISHED MONTHLY, BY THE CONDÉ NAST PUBLICATIONS INC., GREENWICH, CONNECTICUT. EDITORIAL AND ADVERTISING OFFICES, 420 LEXINGTON AVENUE, NEW YORK 17, N. Y. ENTERED AS SECOND-CLASS MATTER AT THE POST OFFICE AT GREENWICH, CONNECTICUT, UNDER THE ACT OF MARCH 3, 1879. THE TRADE EDITION OF VOGUE IS AVAILABLE TO RETAILERS AND MANUFACTURERS OF WOMEN’S READY-TO-WEAR APPAREL AND ACCESSORIES BY SUBSCRIPTION PLACED DIRECT WITH THE PUBLISHER.

TRADE EDITION SUBSCRIPTION RATES:
\$13.00 FOR 2 YEARS; \$8.50 FOR 1 YEAR
TO POINTS OUTSIDE CANADA, U. S. A. AND POSSESSIONS:
\$13.50 PER YEAR

ADDRESS TRADE DEPARTMENT, GREENWICH, CONNECTICUT, FOR QUANTITY RATES.
VOGUE, JULY, 1959, VOL. 134, NO. 1.

These are your “Vogue says” quotes—to headline your newspaper advertisements and window displays—to indicate current fashion news.

NEVER-OUT-OF-SEASON DRESSES Vogue says: “Black silk dress—never-out-of-season”
Vogue says: “Black silk dress—fashion tonic”
Vogue says: “Black silk dresses—wearable around the clock”
Vogue says: “Pale colours—black dress substitute”
Vogue says: “Pale mauve, pale pink, cream—trans-season colours”
Vogue says: “New form of black—pale black”

THE VELVET HAT Vogue says: “A little diamond of a hat—fashion cincher”
Vogue says: “Velvet hat—little-box shape”
Vogue says: “Velvet pillbox—trans-season hat”
Vogue says: “The velvet hat—worn like a pat on the head”
Vogue says: “Burnt orange, or eggplant velvet—summer hat range”

CALIFORNIA CLOTHES RUSH Vogue says: “California clothes rush—in grape reds”
Vogue says: “Grape-reds—from rosé to Burgundy”

OTHER FASHION IDEAS Vogue says: “Blue and black—the fashion in town now”
Vogue says: “Black cotton brightened by blue”

BEAUTY IDEAS Vogue says: “Lipstick from the Paisley colours”
Vogue says: “Sunshine for the hair—temporary colours”

Your release date: June 30

N° 5 - BOIS DES ILES - GARDENIA - RUSSIA LEATHER - N° 22



THE MOST TREASURED NAME IN PERFUME

CHANEL

CARNET DE VOGUE— NEW YORK

The parties; the causes they help

For the fling of great benefit balls in New York this past season, visitors appeared from Washington, Paris, Rome, London, and Rio de Janeiro, to dine and dance in the interests of a variety of good causes. There was the Heart of America Ball for the Heart Fund; the Festival of Two Worlds for Gian Carlo Menotti's Spoleto Festival; the Bal Baroque for the Florentine orphanage, La Madonnina del Grappa; and, for the benefit of the Sister Kenny Foundation and the Universal Symphony Orchestra and Music Institute, the pun-struck Bal DiaBALLique for which the Starlight Roof of the Waldorf became a Stygian cave. To all the parties came the dazzling beaux; the great beauties in an enchanting blaze of jewels and ravishing dresses—among them, these:

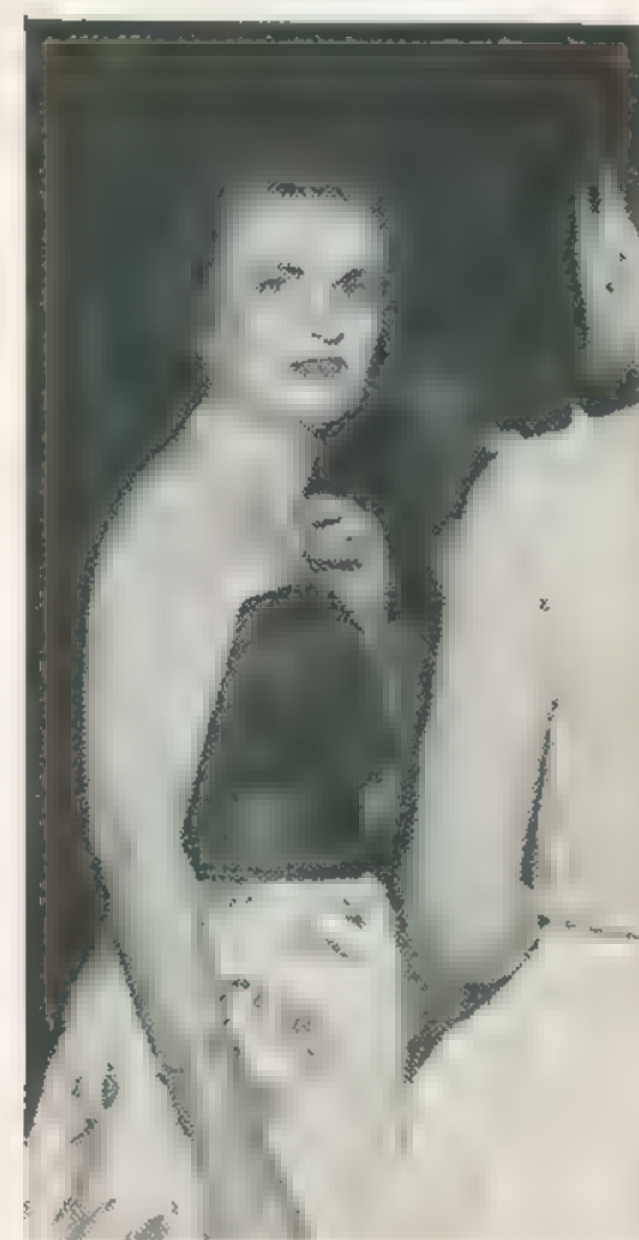


Mrs. William Woodward



Baroness Fiona von
Thyssen

Bal Baroque Italien



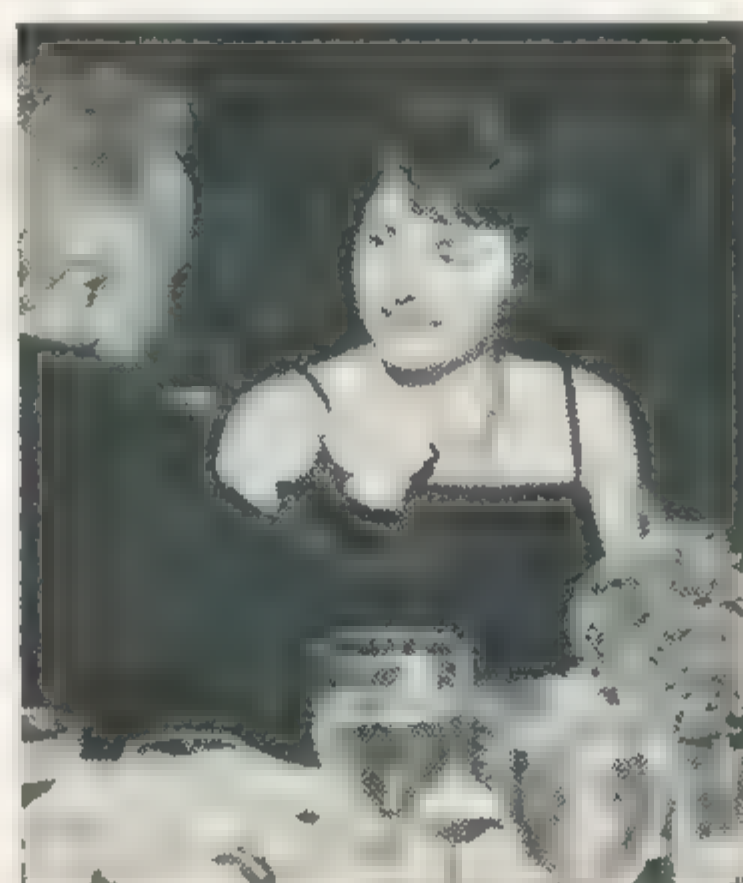
The Duchess of Argyll



Comtesse Christian de Fels
and Mr. Jean Lambert



Mme. Henri Dewavrin,
a visitor from Paris



Mrs. Alfred Corning Clark

The Heart of America Ball



Mrs. Joseph A. Thomas



Mrs. Thomas Bancroft, junior



Mrs. Charles W. Engelhard,
junior, wearing Mainbocher's
printed taffeta

Bal DiaBALLique



Mrs. Robert B. Meyner, whose husband
is Governor of New Jersey



Senhora Sara Kubitschek, wife
of the President of Brazil



Mrs. Nicholas Goulandris,
in Castillo's rose-embroidered
jacket and white muslin skirt

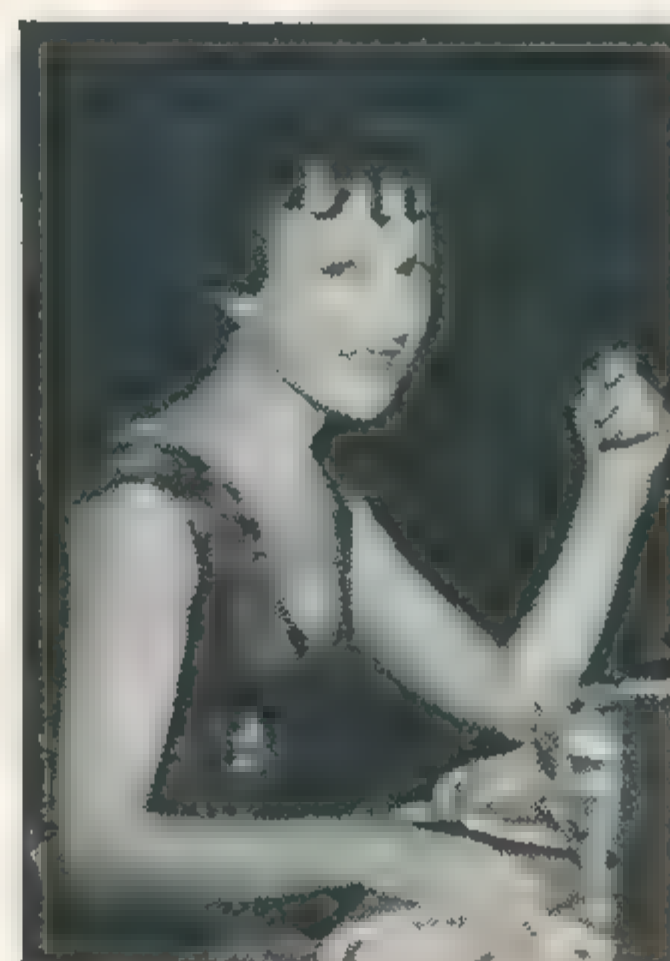
Spoleto Festival Ball



Mr. George H. Warren with
Mrs. Henry B. Hyde



Mrs. Murray Vanderbilt



Mrs. Lawrence C. Thaw

Mrs. Albert G. Rupp, wear-
ing Ricci's blue and white
stole evening dress; with her
is Mrs. Raymond Stark



Mr. and Mrs. Rodman de
Heeren; her dress is black
lace over white tulle



Charles Cooper




by *Addie Masters*

in an M. & W. Thomas Cotton

... America's Finest

Bonwit Teller • I. Magnin's, all stores • Julius Garfinckel • Sakowitz
or write us, 1013 South Los Angeles, Los Angeles 15



Wonderful look
for town and travel...
the two piece belted
tunic Shadow plaid
in a cotton blend
About 70.00

GEORGIA BULLOCK

VINTAGE YEAR IN FASHION: urban suit of Anglo tweed... its silk blouse distilled of the same sparkling color... at these fine stores:

Anglo Fabrics



C. Magnin, California • Bramson, Chicago • Regenstein's, Atlanta...or write:
NOB HILL of California, 834 Mission Street, San Francisco 3, California



THE FASHION BEHIND THE SEAMS ...**KEYBAK**[®] INTERFACING^{*}

MANCINI molds a goblet silhouette in Grape Red très sec silk. What gives it the body, the flavor? KEYBAK new nonwoven interfacing, airy as a light wine, constantly effervescent.

Also in black, torch blue or antique green. Sizes 8 to 16. About \$50.00.

De Pinna, New York; I. Magnin & Co., Calif. & Seattle; Julius Garfinckel, Washington, D.C.; The Higbee Co., Cleveland.



^{*}RAYON AND
DUPONT VIRGIN NYLON
PAT. NO. 2864093
COPYRIGHT BY
CHICOPEE MILLS, INC., 1959

... made
to be caught
in the rain



made by **ALMAR**
made of



Rustle merrily through the rain-drops in your new taffeta- and diamond-embossed Almar rain-coat! Mist-light, thunder-strong Firestone Velon shuts out the worst storms, welcomes Almar's smart styling. Full-sweep duster with raglan sleeves, gold rim buttons, matching cloche and optional belt. Blue, white, black. Gift boxed.

At Jordan Marsh Co., Boston; Marshall-Field, Chicago; Franklin-Simon and Gimbel, New York; Godchaux, New Orleans; Strawbridge & Clothier, Philadelphia. About \$5.00.

Almar

Manufacturing Company, 1270 Broadway
New York 1

FIRESTONE PLASTICS CO.
Pottstown, Pa.

Tooling up for Vogue's super food system

To implement Vogue's new food scheme (see pages 108-111), some devices that will get you into jars, cans, and the general spirit of things more quickly and neatly.

1. New super shaker for juices, cork-stoppered Chemex "Flare-Flask" floats in ice water and keeps beverages cool at the table. Pyrex glass. 24-oz. size, \$6. 40-oz., \$7. Bloomingdale's.

2. Not even the most refractory cap or lid can resist the mighty muscle of "Gilhoolie," new opener and closer for bottles and jars. \$2.98. Hammacher Schlemmer.

3. "Grab-All" reaches up into the high altitude regions of a closet, securely ensnares a can or bottle with rubber grippers. 36" handle. \$3.98. Hammacher Schlemmer.

4. Ovenproof faïence containers by Arabia of Finland stack up in the refrigerator. The smaller might store the makings of an individual soufflé, bake it when the moment comes, then serve it. White, yellow, dark brown. 10-oz., \$2. 1½ pint, \$2.50. Georg Jensen.

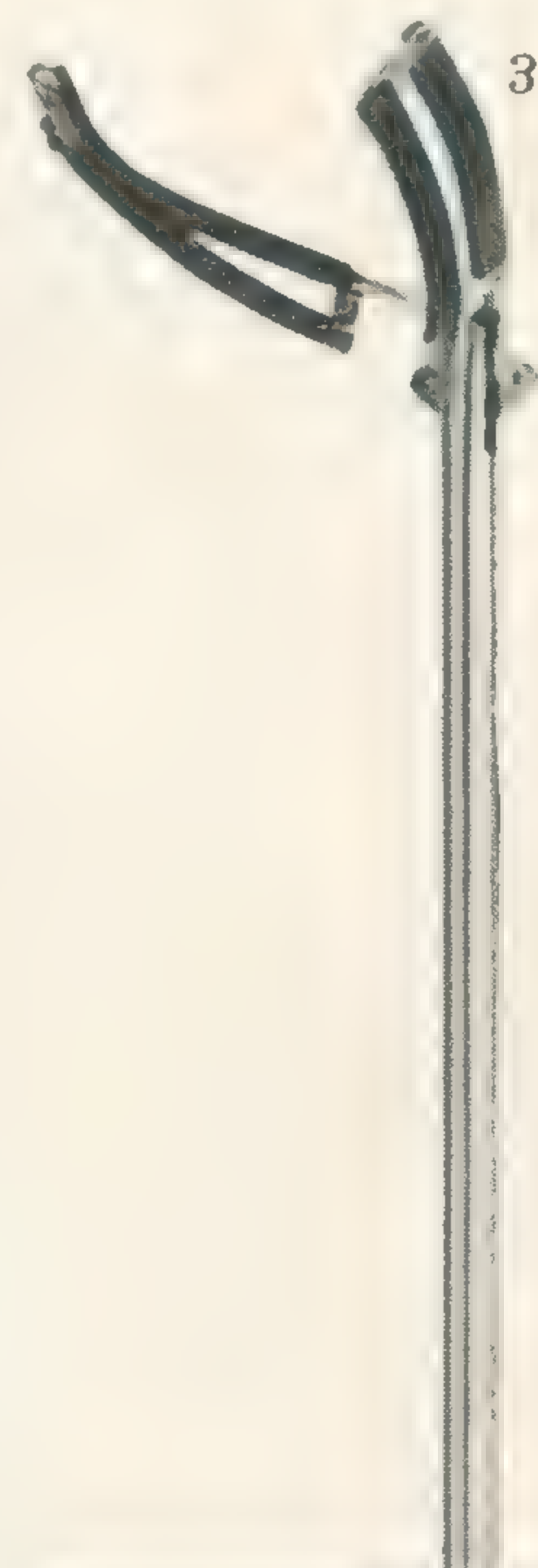
5. Just 5"x11", "Redi-Baker" thaws frozen foods and automatically bakes them (or browns Brown-n-Serve rolls) right at the table. \$24.95. Hammacher Schlemmer.

6. Forty-eight polyethylene gloves called "Handgard" come in a roll. Torn off one by one, they protect hands that go into the freezer, or garden, or mix things with their own little fingers. \$2.98 the roll. Hammacher Schlemmer.

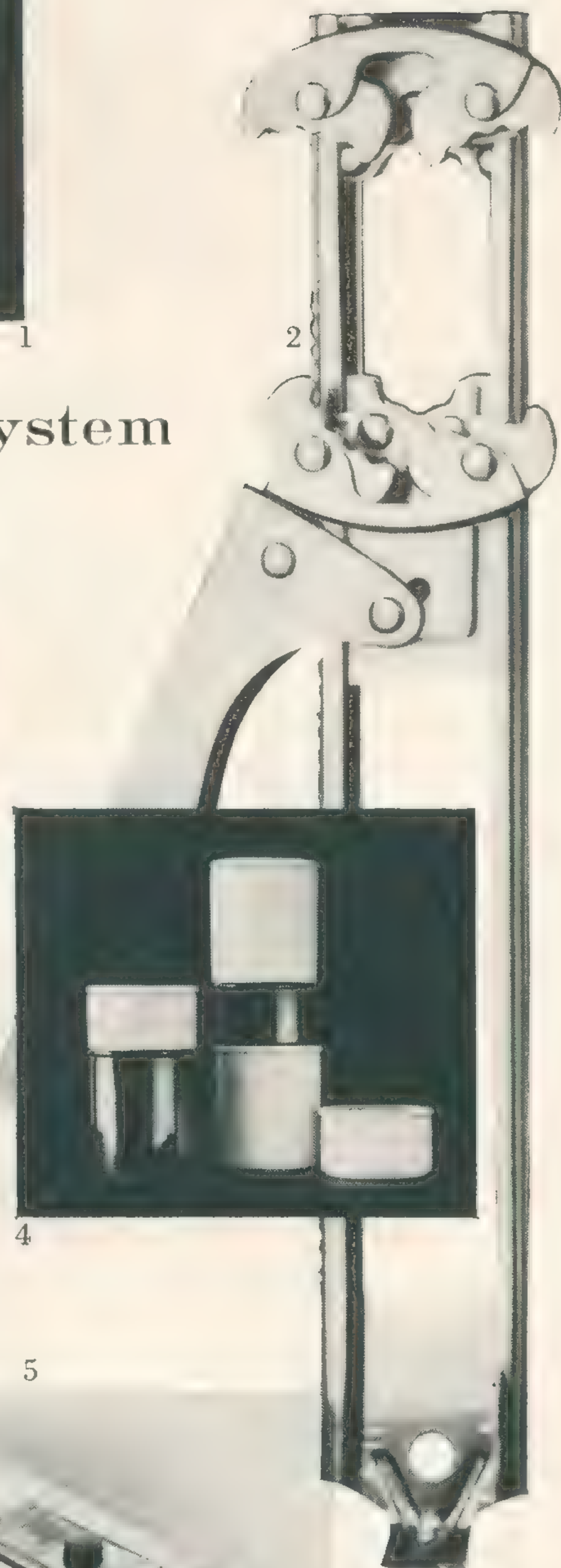
(More on page 114)



1



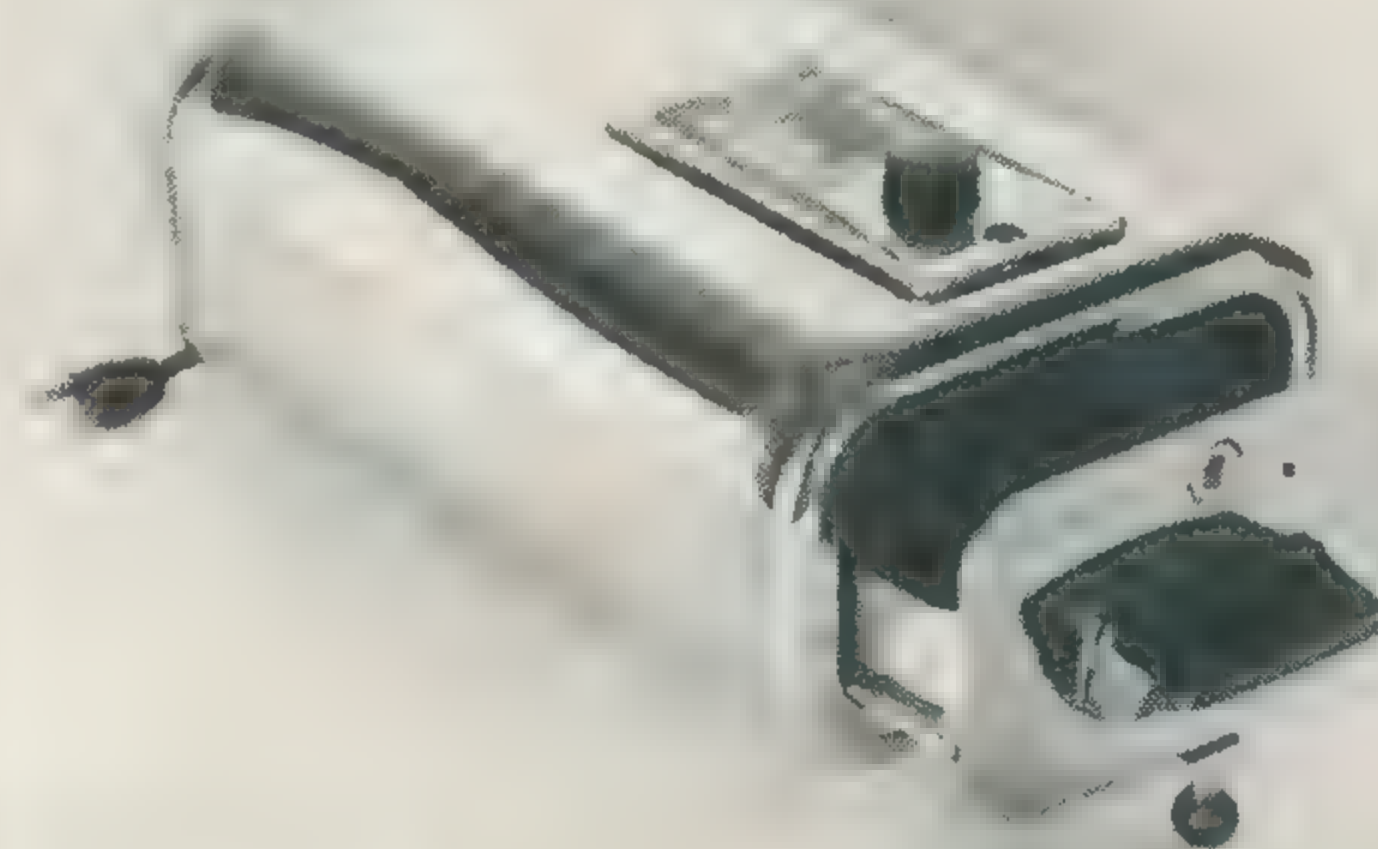
3



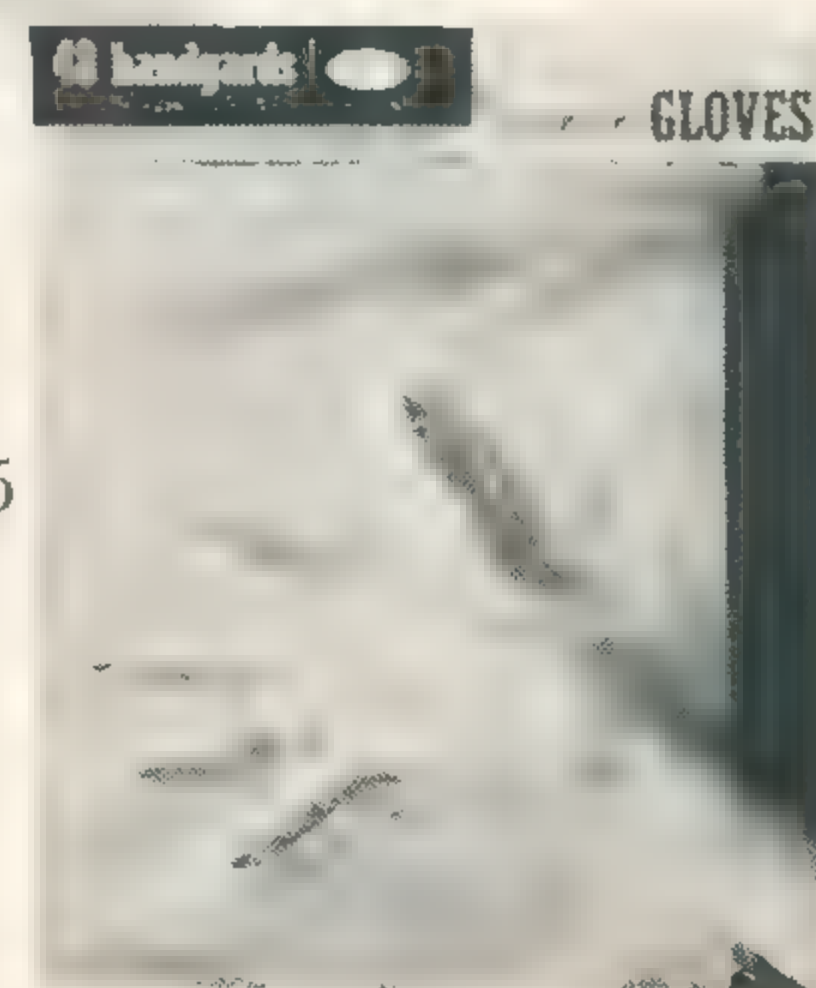
2

4

5



6



SHANNON

Handgard

GLOVES



Unmistakably modern in every lovely line—the Bel Air 2-Door Sedan.

*Some people still buy high-priced cars,
but don't you wonder why?*

No matter what you're willing to pay, you'll have a hard time finding any more car than this new Chevrolet wraps into one sweet, low-priced package. A relaxing ride, room to stretch out in, looks you can really be proud of—here's everything you'd expect in an expensive make. Plus the economy and dependability that have always been Chevy's specialty.

Your Chevrolet dealer will show you these and other things you'll be pleased with.

Slimline design—it's fresh, fine and fashionable.

Roomier Body by Fisher—sound, solid, stylish.

Sweeping new overhead curved windshield—and bigger windows—all of Safety Plate Glass.

Hi-Thrift 6—up to 10% more miles per gallon.

Vim-packed V8's—eight of them to choose from.

Full Coil suspension—further refined for a smoother, steadier ride on any kind of road.

Easy-Ratio steering—brings you reduced wheel-turning effort, new ease of handling.

Magic-Mirror finish—keeps its shine without waxing or polishing for up to three years.

New, bigger brakes—deeper drums, better cooled for safer stopping and up to 66% longer life.

Turboglide, Powerglide and air conditioning head a full list of extra-cost options.

Chevrolet Division of General Motors, Detroit 2, Mich.



The car that's wanted for all its worth!

MAX FACTOR makes it a **Hi-Society** summer

Luscious lilting lipstick shades in colorful carefree cases. You'll love Hi-Society...dainty case, mirror, lipstick all-in-one. Complete with refill only \$1.50*.



HATS BY BILL HAWES OF CALIFORNIA

*SUBJECT TO TAX • HI-SOCIETY CASE U.S. PAT. #2830602

GOLDEN ORANGE Lipstick
Joyous sunlit shade, shown in a Gay Orange case. Happy compliment for the new "off-white to beige" look.

PINK JADE Lipstick
Orient's most precious color, shown in a Frosted White case. Ideal accent for summer tones. Also in Party Pink case.

DAZZLING CORAL Lipstick
To fire-light your lips, shown in a new Cool Blue case. Dainty accessory for the popular mauve to blue fashions.



MAX FACTOR...master of make-up artistry for 50 years.

HOW TO BE A GUEST ON A BOAT

(Continued from page 4)

If it seems untactful to ask your host for all these details, you can simply say, "Is it a racing boat?" (that means you will get wet) or look up the data in *Lloyd's Register of American Yachts*; it's rather hard to come by, but most public libraries in large cities have a copy.

About luggage: never bring any hard, trunk-like suitcase on any sailboat no matter how big it is. There is little storage space for them even on the biggest ones, none in a boat like ours, where almost every inch is needed for storage of sails, engine, the bottled gas and other supplies. The only obvious place to put them is on deck, where they're exposed to rain, salt spray, and whatever else comes along. Hanging car-sacks of waterproof plastic finish—perhaps weather-resistant would be a safer word—are practical; they're easy to store (in your bunk, if necessary), will keep your things dry if you come aboard in the rain or from a leaky rowboat, and will also protect your clothes somewhat from the ever-present damp on board. Failing this, the next best thing is a duffel bag.

What goes into the luggage is very important. You shouldn't board a boat even for the day without the following: denim pants; sure-footed yachting sneakers, which have special soles to prevent slipping on wet decks—a common accident with landlubbers; sturdy shirts; oldish sweaters which will not suffer from salt spray. If—in wet weather or for any overnight stay—you also bring foul-weather gear, rainproof pants and jacket, you will avoid being soaked, and will also endear yourself to your host and hostess, who will then not have to lend you theirs.

The things not to bring, for Down East cruising at any rate, are clothes that were designed for lounging on a beach in Capri: brightly-coloured slacks and silk shirts that need pressing to look well, very short shorts, bikini-like bathing suits. Life in a New England seaport is just like living in a glass house: the people on the other boats anchored near you in the harbour or marina spend a good deal of their time looking at you through binoculars (just as

you spend a good deal of your time looking at them), and it's best to leave extreme lounging and sun-bathing clothes at home.

Two bathing suits and one pair of shorts (of conventional design) are all you will need for short cruises around New England, and you won't have much opportunity to wear even these if you cruise north of Cape Cod. The air is nearly always just too cold to tempt one into the icy water off northern Massachusetts. New Hampshire, and Maine. (Naturally, any woman who goes to sea often will need more shorts and shirts, and other extras.)

Whatever you do, do not sun-bathe, dripping in some protective oil, on a teak deck. It will be almost impossible for your host to remove the oil from the deck.

Women should bring one or two (preferably one, if the boat is small) un-mussable dresses to wear to cocktail parties on shore. Knitted dresses, or those made of specially finished cotton, are good choices. The reason they should be un-mussable is that there may not be hanging space in the communal closet, and even if there is, the dress at times may be scrunched alongside wet oilskins; hence, it is wiser to keep it in your cupboard or duffel bag. You may want to bring a pair of high-heeled shoes to wear with it—you'll find that you carry these ashore in your hand and put them on when you arrive at the party, since they're obviously impractical for jumping in and out of rowboats.

Where you meet the boat, and where you leave it again at the end of the cruise, are, of course, matters to be arranged between you and your host. But whatever the arrangement, be sure to take along more money than you think you could possibly need, and take it in cash. The yachting guest must deal with airlines, railroads, buses, private taxis, and water-taxis in summer resorts at the height of the season, since boats are apt to stop at these places at just that time. The arrival port may be an island or a tiny town a long way from a railroad station or bus terminal, and the only way of meeting the boat may be via private taxi, an expensive way to get about during the

season. There are also, sometimes, water-taxis, mostly old rowboats with unreliable outboard motors manned by money-minded fishermen or their small sons, which will take you to and from island ports. Gloucester is a good meeting place; so are Newport, New London, Marblehead, Camden (Maine), and Bar Harbor. Not only do they have good connections by train, plane, or both, but they are pleasant places for your host to await your arrival—or for you to await his.


Probably the best place of all to meet your host is at a marina. This word, once used to describe a seaside promenade or dock, has been expanded in recent years to describe a new kind of land-and-water facility that sprang up in Florida after World War II, to handle the mushrooming fleet of fishing boats, yachts, and pleasure craft of all kinds. Roughly speaking, a marina is a cross between a hotel and a maritime garage; you rent space alongside a dock, or you rent a mooring close by, and for varying rates—depending on where your boat is, and how big it is—you have the right to use all sorts of facilities on shore. These generally include showers, bathtubs, telephones, a bar, a restaurant, a grocery-with-meat-market, and sometimes even a night club. Most marinas have electric power at dock, which means that an extension cord with an electric bulb can be suspended in the main cabin, thus avoiding over-use of the boat's own limited electricity. (Also, your hostess can use her small vacuum cleaner to clear away the surprising but ever-present dust of the sea.) All of them have water, gas, contacts with taxi services, and drive-yourself car agencies—so, if the guest has a credit card, it's a good idea for him to bring it along.

Since the first marinas were built in the South, they have come north like flocks of birds, bringing all their comforts and conveniences, and have greatly improved the standard of living of both yachting hosts and guests. So, if possible, try to arrange your meeting with your host, and also your departure, at a marina. One great advantage will be that you can change from hot city clothes into boating clothes with a shower, and get back into them when you leave the same way.

As you meet the boat and your host (or when you are invited), you will be wise to ask politely where he plans to leave
(Continued on page 26)



Lady Long Legs 10.95 French Secret bra 5.95. Forstore and free booklet write Olga, Dept.V79, 7915 Haskell, Van Nuys, Cal.



SPRING AIR

Extra-Firm
MATTRESS

SALE!

For the woman who loves a bargain...
and the man who loves his sleep!

SPRING AIR EXTRA-FIRM MATTRESSES are yours now for a limited time only at our low once-a-year sale prices! Don't wait! Get Spring Air's famed quality and comfort and pocket the generous savings!

The "Vita-Firm*" mattress, shown above, is an extra-firm mattress at a very special price! Smart durable, woven fabric covering. For a limited time only at your dealer. Save NOW! Mattress or Matching Box Spring. Twin or Full.

SPECIAL VALUEonly

\$ **39**⁹⁵
Suggested Price

don't miss all these
SPRING AIR
SALE VALUES!



"SUPER VITA-FIRM" MATTRESS
SPECIAL VALUEonly **\$49⁹⁵** Suggested Price

With famous "Dynapoise" innerspring
formerly used in our Ortho-type mattress at \$69.50

Plus extra support in areas where your body
needs it most; firmer border and corner coils to prevent
edge-sag; exclusive fashion-right covering in rich
Damask. Mattress or Matching Box Spring.
Twin or Full Size



Spring Air "FOURSOME" Ensemble **\$89⁹⁵** Suggested Price
SPECIAL VALUEonly

- Firm Mattress • Matching Box Spring
- Washable Masland Duran Headboard
- Adjustable Frame with Easy-Rolling Casters

Complete 4-Piece Set. Twin size only. Smart,
inexpensive way to start a lovely bedroom. Masland
Duran headboard with harmonizing button-tufted
inset in pearlized duo-tone effect.

If You Want Most Luxurious Sleeping Comfort—

Famous "Health Center" Mattresses by Spring Air. Never
on sale, but always a wonderful value! With famous
"Health Center" for extra support where body weight is
heaviest. Innerspring or foam rubber, from \$69.50.

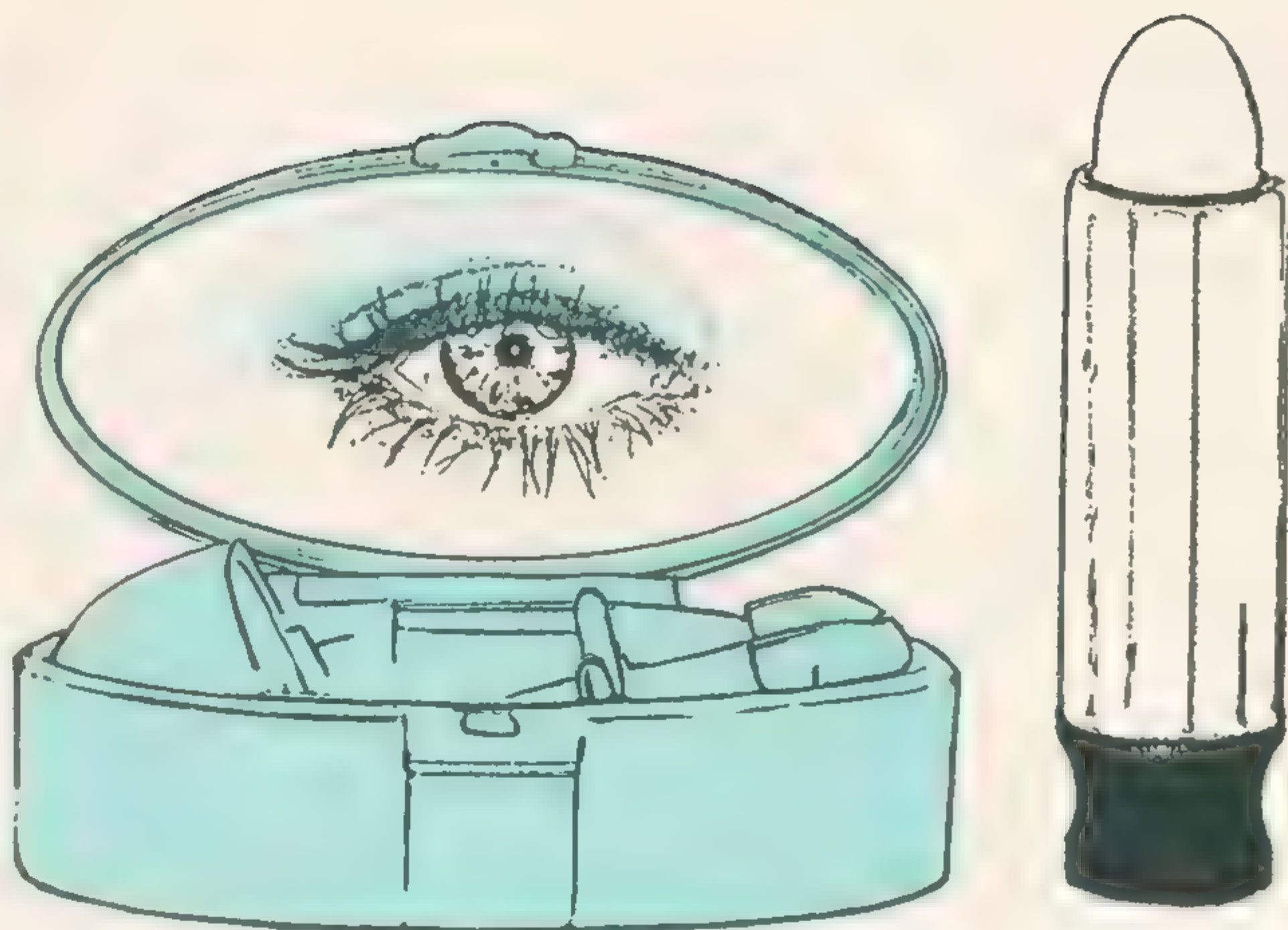
Wake up fresh as Spring Air!

SPRING AIR

Spring Air Company, 868 Lake Shore Drive, Chicago 11, Illinois

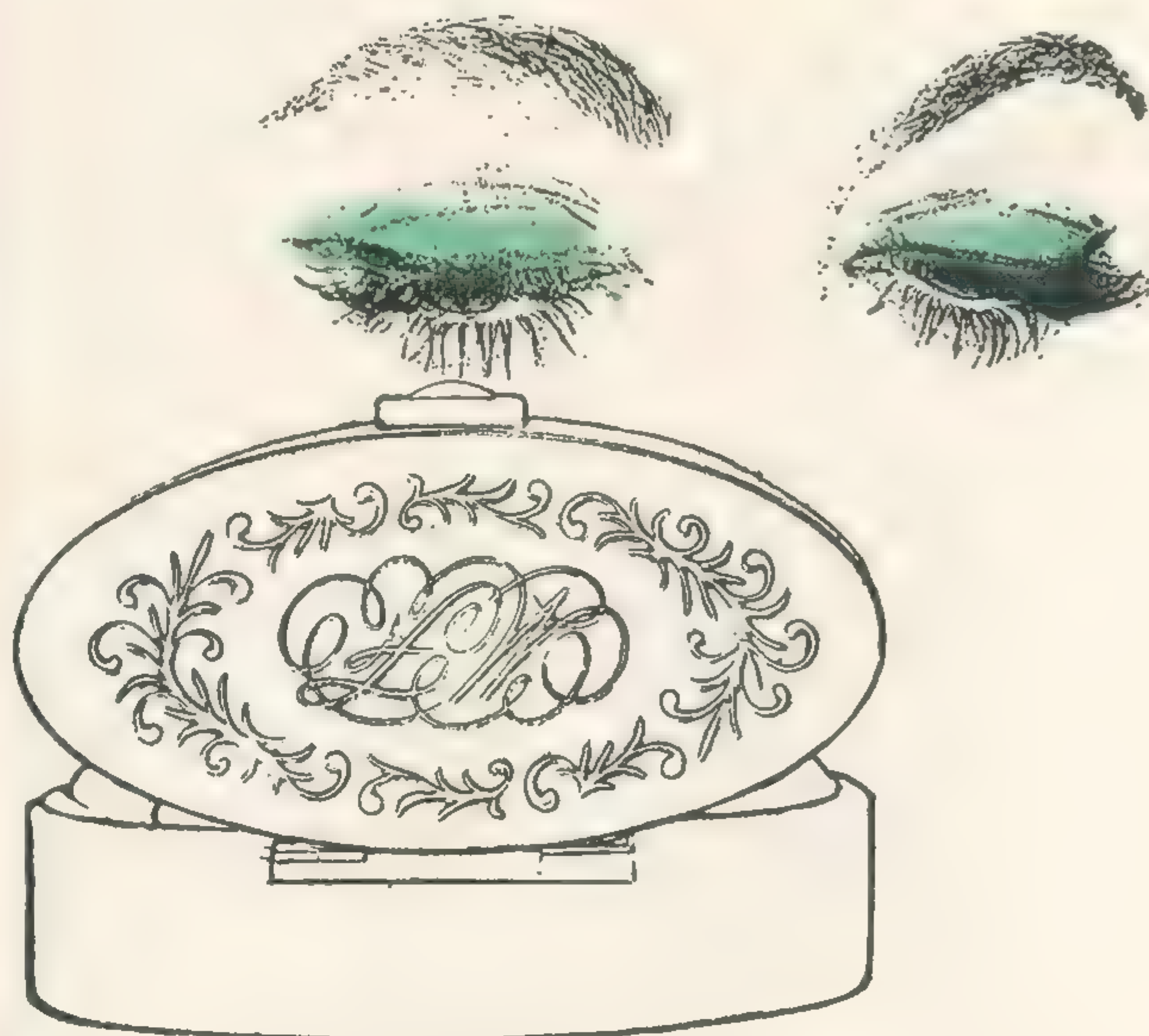
*TRADE MARK OF THE SPRING AIR CO.

© 1959



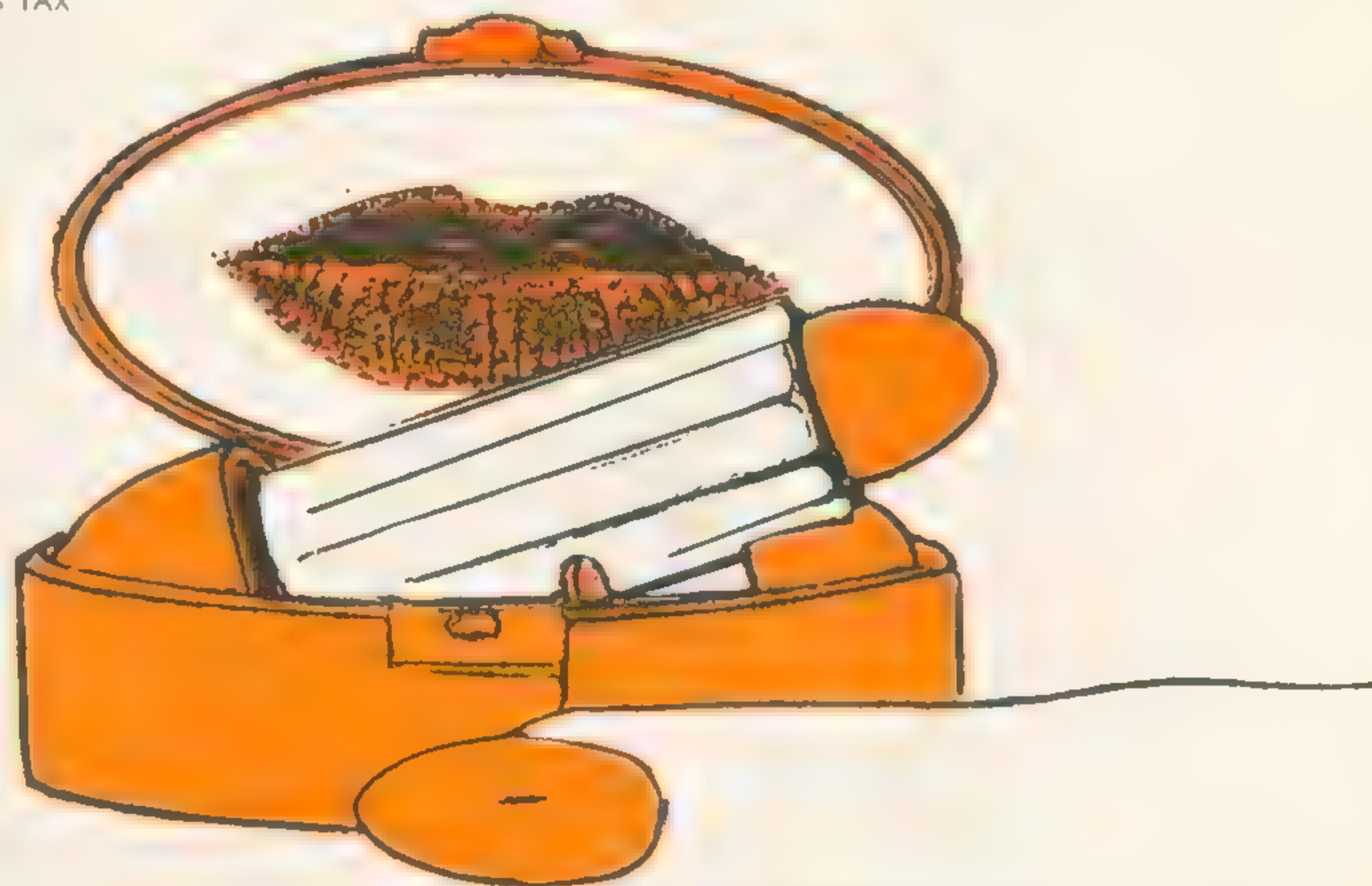
Beauty-case history:

lipstick compacts in colour



The news: four new colours (case not shown is pale pink)
of a lipstick compact that was launched in October 1 Vogue.
has since then scarcely left the hands of some of the smartest
women we know. Among them: the pretty Paisley-d woman, page 44.
The idea is: a pop-up lipstick that is ready to function
the instant the mirrored, pearly plastic case is opened.
Max Factor's new lipstick colour is Golden Orange; the other
summer shades—Pink Jade, Dazzling Coral. \$1.50* at Altman's.
In view, too: Max Factor Mist Blue and Mist Green eye shadows.

*PLUS TAX



PHOTOGRAPHS BY JOHN STEWART

HOW TO BE A GUEST ON A BOAT

(Continued from page 23)

you on Sunday night (if you've been asked for a weekend cruise). Then you can make preliminary arrangements immediately with the airlines, which will at least take you on as a "stand-by." Don't wait until the last minute before flight time; as a "stand-by" you have some chance of getting on the plane at (for example) Bar Harbor on Sunday night; as a late arrival you will have none at all. Once this is attended to, you can board the boat and enjoy your dockside, or "at-anchor" cocktail with an easy mind.

I have found that this is one part of the trip that all guests enjoy. They are fascinated by the household arrangements on the boat, and the high quality of the steaks and chops cooked on the hibachi grill which stands on deck when we are in port. If they are good guests, they will help wash up, and—more important—observe and try to memorize where each pot and dish is put away. Most guests do this part of the work very poorly, probably because they forget that everything on a boat has to be stowed in such a way that it won't roll out of place when the boat is at sea.

Before going to bed, you should ask the host what time he plans to leave the next morning; then, arrange to get up with the host and hostess, no matter how early the hour, and eat breakfast with them before the boat gets underway. Ignore their suggestion that you stay in bed and sleep,

particularly if you aren't used to the feel of a boat underway and don't understand the workings of the stove well enough to heat up your own coffee. (If you sleep late, you'll have to do this yourself because the host and hostess will be busy on deck.) You can always return to your bunk later on for a nap.

Ship stoves are tricky machines to operate. The ones most generally used on small boats are alcohol-fuelled, and are lit by a complicated procedure which involves pouring alcohol into a pan for priming purposes. If the stove is too hot, or not hot enough, flames are apt to shoot up two or three feet high. If this happens to a sleepy guest when the boat is heeled over and he is trying to keep himself upright, he becomes quite panic-stricken. So, needless to say, do the host and hostess. A gas stove like ours is not too difficult to turn on, but, because it has no pilot light, it *must* be turned off. Many of our guests have failed to master this seemingly simple rule. In Islesboro, Maine, where there were no refills, one left the gas on minus flame for three or four hours, with the result that all the gas escaped, leaving us dependent on the hibachi for two days until we could have the bottle refilled. (Another result might have been to blow us all up, except that no one, luckily, lit a cigarette in the main cabin during that time.)

What is a typical day at sea? The truth is that there is

no such thing. If the weather is good—from the host's point of view—it will be clear and blowing hard, and the guest will have little or nothing to do except smile. His cocktail before lunch will taste better than it does on land; his lunch will be a sandwich or some cold steak from the night before, with hot soup and coffee produced by the hostess from the galley. Whatever the weather is like, the guest should first have covered thoroughly all exposed skin with his favourite non-dripping sunburn lotion; even on a grey day, the sun at sea has a way of seeping through clouds in such a way that the city-dweller turns a bright, ominous red.

If the weather is really bad, the day may be very unpleasant for the uninitiated. It's wise not to be a boating guest at all if you're not prepared for what sailors call "seas." The sensitive or imaginative landlubber is apt to view these as precursors of hurricanes or typhoons, and reflect upon his readings of Melville and Conrad, as he silently gets slightly seasick. In the event of rough weather, do not go below except for some dramamine (which all good hostesses have on board). I've noticed that even the sickest-looking guests recover in the open air in a couple of hours. This is the day when you will be glad you brought your foul-weather gear.

The guest should always take with a grain of salt the host's statement that the boat will be in a certain place at a certain time. If the wind changes its direction, the host will probably change his, too. Because of this, the guest would be wise to make no commitments on his own with friends

(Continued on page 33)

CALIFORNIA CLOTHES RUSH

The following is a list of shops throughout the country where many of the clothes shown on pages 64-71 may be found.

Abilene, Tex. Ernest Grissom's	Lexington, Ky. Loom and Needle
Albuquerque, N. M. Hubbard's	Los Angeles, Calif. I. Magnin
Bakersfield, Calif. Malcolm Brock	Louisville, Ky. The Stewart Dry Goods Co.
Bala Cynwyd, Pa. Lord & Taylor	Lubbock, Tex. Dunlap's
Beverly Hills, Calif. I. Magnin	Miami, Fla. Burdine's
Birmingham, Ala. Kessler's	Milwaukee, Wis. T. A. Chapman
Chicago, Ill. Bramson	Minneapolis, Minn. Dayton's
Cincinnati, Ohio. H. & S. Pogue	Modesto, Calif. I. Magnin
Cleveland, Ohio. Sterling-Lindner-Davis	Muskogee, Okla. Susman's
Dallas, Tex. Titcher-Goettinger	New Orleans, La. D. H. Holmes
Denver, Colo. May-D. & F.	Oak Park, Ill. Bramson
Evanston, Ill. Bramson	Oakland, Calif. I. Magnin
Evansville, Ind. Ruth Hush Specialty Shop	Odessa, Tex. Bateman's
Evergreen Plaza, Ill. Bramson	Omaha, Nebr. Thomas Kilpatrick
Fresno, Calif. I. Magnin	Palo Alto, Calif. I. Magnin
Houston, Tex. Sakowitz	Park Forest, Ill. Bramson
Kansas City, Mo. Harzfeld's	Pasadena, Calif. I. Magnin
Kenosha, Wis. Lepp & Co.	Pittsburgh, Pa. Joseph Horne
La Jolla, Calif. I. Magnin	Portland, Ore. Meier & Frank
Lansing, Mich. The Style Shop	Richmond, Va. Miller & Rhoads

Rochester, N. Y. Sibley, Lindsay & Curr
Sacramento, Calif. I. Magnin
Salem, Ore. Meier & Frank
San Antonio, Tex. Frost Bros.
San Diego, Calif. The Marston Co.
San Francisco, Calif. I. Magnin
San Luis Obispo, Calif. Leonore Smith
Santa Barbara, Calif. I. Magnin
Seattle, Wash. Frederick & Nelson
Shreveport, La. The Fashion
South Bend, Ind. The Frances Shop
St. Louis, Mo. Scruggs-Vandervoort-Barney
Stockton, Calif. The Brown House
Syracuse, N. Y. Flah & Co.
Tucson, Ariz. Albert Steinfeld
Tulsa, Okla. Seidenbach's
Washington, D. C. Woodward & Lothrop
Wausau, Wis. Winkelman's
Worcester, Mass. Ulian

**for fashionably new
lustrous color casts
nothing equals tiz-!**

**PROVED BY MILLIONS
OF WOMEN EACH MONTH
AT FINEST BEAUTY SALONS**

Even the drabdest, duldest, driest hair comes aglow! Ugly discolorations vanish! There's a TIZ- for every shade and color of hair. Not a tint, not a dye... TIZ- washes out completely with each shampoo. Ask for TIZ- your next appointment. And get TIZ- for home use between appointments... at beauty salons or cosmetic counters.

GRAY HAIR TRIO

- TIZ- Slate... for light, smoky lustre
- TIZ- Black... for deep, smoky tones
- TIZ- Perl... for shimmering brilliance and lustre without changing hair color

BROWN HAIR QUARTET

- TIZ- Light Brown*
- TIZ- Medium Brown*
- TIZ- Dark Brown
- TIZ- Coppery Brown

warm, rich tones for any shade of brown hair

*not available in Concentrate

OTHERS

- TIZ- Blonde... like liquid sunshine
- TIZ- Copper... for bright, coppery highlights

tiz-
Creme and Color Rinse Combined

TIZ- PRODUCTS, INC.
Fort Lauderdale, Florida

Canadian Distributor: Park Distributors, Inc. Montreal

Prices slightly higher outside U.S.A.



How much do you really know about Diet and Exercise?

Answering the most repeated questions on Circulation, Metabolism and Weight Control

What constitutes exercise?

Exercise is *sustained* muscular activity which increases the conversion of food and oxygen into energy *over and above the point* reached while sitting, standing, walking, doing minor household chores, office duties or shop work, or while engaged in mild sports such as golf, bowling, billiards, croquet, and so on.

What is so important about exercise?

Exercise stimulates sluggish circulation which in turn speeds the delivery of nutrients and oxygen to the tissues, glands and organs that perform the vital body functions. It helps the body to convert a greater amount of food and oxygen into energy. It helps the processes of elimination and the removal of wastes. It constitutes Nature's principal way of keeping the body healthy.

What is the relationship between diet, exercise and vitality?

Diet is the amount of minerals, vitamins, protein, carbohydrates and fat consumed each day, in other words, it's the amount of gasoline that goes into the tank. *Exercise* is the accelerator that helps convert a greater amount of your daily diet into energy than you ordinarily convert while sitting, standing, walking, doing light household, gardening, office, or shop work, or while playing mild games such as golf, bowling, and so on. *The conversion of more food and oxygen into energy by exercise is what builds up your vitality.*

Is mental activity exercise?

No! Mental activity stimulates the mind but not the circulation. That's why the person who is engaged in mental concentration usually feels pooped at the end of the day. Exercise acts as an antidote to mental fatigue.

What is meant by muscle tone?

The *tonus* of muscle tissue rates its ability to contract and expand when you want to perform any physical task. The more you exercise your muscles, the stronger, firmer and more flexible they become. This is what is meant by muscle tone. You move, eat, talk and express yourself with the help of muscles. They activate the heart, arteries, capillaries and veins. They manipulate the bones. All body cells depend on muscle power for food, oxygen and the elimination of waste. *It's impossible to remain in a top-notch physical condition without good muscle tone.*

Will exercise help the normal heart?

Here are some medical facts known to all practicing physicians: Exercise is one of the important factors contributing to total fitness. The contributions of exercise to fitness include the development and maintenance of strength, speed, agility, endurance and skill in persons who are physiologically sound. Games and sports involving extended running, vigorous swimming and dancing, and other sorts of forceful efforts serve this purpose. The normal heart and circulatory system become more efficient in moving blood to active regions when repeatedly required to do so. Coincident to this development, improved pulmonary ventilation also results. The demand for increased circulation and pulmonary ventilation incident to protracted

exercise is reflected primarily in an improved and more economical pumping action of the heart. Prolonged inactivity, on the other hand, is marked by a decline in circulatory and pulmonary efficiency.

Does exercise help the nervous system?

Yes! The beneficial effects of daily exercise on the nervous system and the psyche are acknowledged by medical authorities.

What form of exercise is best?

For healthy people, *ALL-OUT* exercise! This means any sustained activity that exercises most of the major upper and lower body muscles in unison, *and at a rapid clip*, such as running, vigorous swimming, a fast game of handball or tennis, and so on. *ALL-OUT* exercise circulates a greater amount of blood, converts a greater amount of food and oxygen into energy, and builds up a greater amount of vitality. *ALL-OUT exercise is the fountain from which more youthfulness flows!*

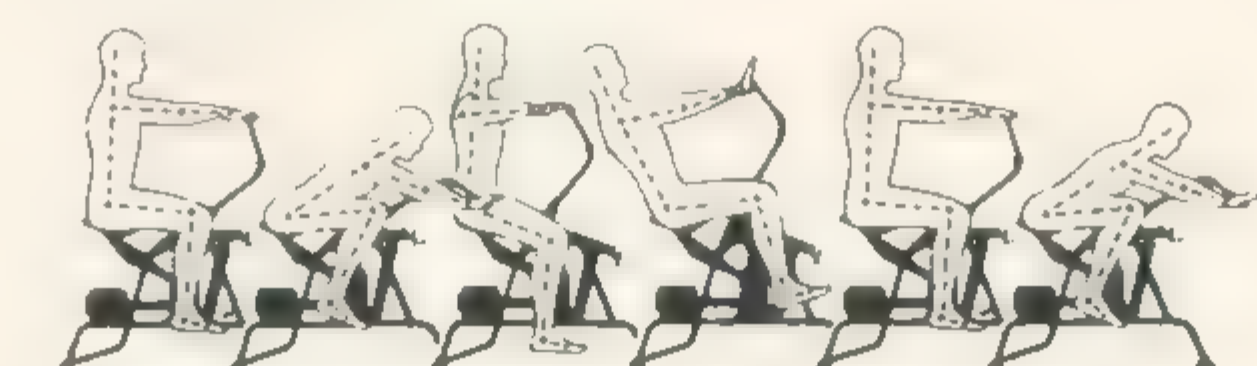


How long should ALL-OUT exercise continue?

A healthy person doing sedentary work in the home, office, shop or factory should do *ALL-OUT* exercise for 30 minutes or longer, each day.

What is the difference between strenuous and vigorous exercise?

When body muscles are forced to perform in a manner to which they are not accustomed, stress, strain and pain results. This can, at times, have serious consequences for the sedentary individual who suddenly decides to throw his body weight around as if it were not there. But exercise, in order to be beneficial, need not be strenuous. For although it is true that vigorous exercise means many muscles moving simultaneously and at a rapid clip, it does not mean that you have to move these muscles yourself. An instrument such as the Electric Exercycle can move them for you far more efficiently than you can move them yourself and with the same physiological benefits accruing to the body as a whole.



I'm out of condition! How can I do ALL-OUT exercises?

Use an Electric Exercycle so you can do *ALL-OUT* exercises from the very beginning without having to move your body weight *yourself*. Otherwise it may be months or years before you can do *ALL-OUT* exercises. The Electric Exercycle cuts exercising time from hours to minutes. For beginners, it eliminates stress, strain and pain. You can use it at home and at any convenient time. *It offers the easiest, safest, cheapest and quickest way to get yourself back into good physical shape.*

Will the Electric Exercycle reduce my weight?

Every Exercycle ride, whether taken at slow motion for beginners, or at a high speed for advanced riders, aids in your weight control program. The capacity of the Electric Exercycle to "burn up" calories is equal to many forms of *ALL-OUT* physical activities. A person 5 feet 8 inches tall, weighing 158 pounds, whose basal metabolism at rest is at the rate of 1421 calories per 24 hours, will, while riding the Electric Exercycle at high speed, lift his caloric expenditure to the rate of approximately 5684 per 24 hours, a rise of 300% above his rest metabolism. In terms of hard work, this is equivalent to lifting almost seven tons of rock one foot per 30 minutes. And yet, the Exercycle rider does it without stress, strain, shock or pain because, actually, the body is being exercised by the Exercycle and not by the individual.

How much strength does it take to ride the Electric Exercycle?

An Exercycle ride requires little physical effort because the rider is propelled by the motor of this device. This makes it possible for the sedentary individual to follow a physiological conditioning program which would be practically impossible were he to depend solely upon his own energy supply. An Exercycle ride is fast and it can be continued in comfort for 30 minutes and longer. An Exercycle ride moves virtually all of the major body muscles at one and the same time, thus distributing the workload so that increased blood circulation is not denied to any one part of the system. So we find that an Exercycle ride differs from ordinary exercise in these respects: (1) an individual requires only a moderate amount of strength to ride an Exercycle; (2) he can exercise his entire body simultaneously, and for at least half an hour at a stretch.

Do doctors ever recommend the Exercycle?

Oh, yes! In fact, not only have many doctors recommended the Electric Exercycle to their friends and patients, but thousands of doctors have bought an Exercycle for personal use.

Who sells the Exercycle?

The Electric Exercycle is sold by representatives specially trained in the physiology of exercise, capable of answering additional questions on this subject. Mail the coupon below for FREE Exercycle literature.

This literature is Free! Send for it.

Physical Fitness Department
Exercycle Corporation
630 Third Avenue, New York 17, N. Y.

- ☐ Send me FREE Exercycle literature and prices.
☐ I want a FREE home demonstration.

Mr. _____
Mrs. _____
Miss _____ (PLEASE PRINT)
Address _____
City _____ Zone _____ State _____
Telephone No. _____

Copyright 1959, Exercycle Corporation. "Exercycle", Trade Mark Registered

VOGUE'S SCHOOL DIRECTORY

For advice: write Vogue's School Bureau, 420 Lexington Ave., N. Y. 17, or call LE 2-7500

N. Y. City Day School

LYCÉE FRANÇAIS-NEW YORK

The famous French Baccalaureate School. Complete Franco-American curriculum. Graduates admitted with advanced standing to American and European Universities. Coed, ages 8 to 18. Write: Maurice Galy, President, 3 East 95th St., New York 28.

Colleges

SAINT MARY'S COLLEGE

Accredited, 4 years, B.A., B.S., B.F.A., B.Mus. degrees. Liberal Arts; Home Ec.; Teaching; Commerce; Music, Sports, social activities. Graduate Dept. of Sacred Theology. Conducted by Sisters of the Holy Cross, Est. 1844. Catalog: Box T, Notre Dame, Ind.

MARYMOUNT COLLEGE

SUNSET BLVD., LOS ANGELES 24, CALIF. A.B., B.S. Degrees. Liberal Arts, Fine Arts, Business Administration, Teacher Training, Pre-Nursing, Merchandising, Music, Home Economics. Placement Bureau for Graduates. Resident and day students.

NICHOLS COLLEGE

OF BUSINESS ADMINISTRATION For Men. B.B.A. degree. Also Conservation & Forestry Courses. 1500-acre forest. Small classes. Modern dormitories. All sports. 200-acre campus. James L. Conrad, Pres., Nichols College, Dudley 15, Mass.

FINCH COLLEGE

(FOR YOUNG WOMEN)

takes pleasure in announcing the reaffirmation of its accreditation as a member institution of the Middle States Association of Colleges and Secondary Schools. • This distinction marks the successful transition of Finch College from an accredited junior college to an accredited college granting both the Associate and Bachelor degrees.

52 East 78th Street, New York 21, New York

MAKE TEACHING YOUR CAREER

Study nursery and elementary school teaching at National. Broad liberal arts background combined with maximum of student teaching. Laboratory school on campus. Accredited. Private. 4-yr. B.Ed., 5-yr. M. Ed. Placement. Coed. Dormitories. Located on Chicago's beautiful North Shore. Catalog.

NATIONAL COLLEGE OF EDUCATION

Dir. of Admissions, 2816 Sheridan, Evanston, Ill.

Foreign Schools

LA CHATELAINIE

St. Blaise, French Switzerland. Preparatory School for Girls, 13-18. College Board prep. Languages. Also post-graduate finishing school. Home ec., sec'l courses. All sports. Optional winter & summer at Gstaad. Tours to Italy, France. Summer session. Dr. A. G. Jobin.

THE AMERICAN SCHOOL

in SWITZERLAND

adds to sound college preparation Grades 9-12

A POST GRADUATE YEAR of stimulating cultural courses with special tutoring available. All programs coeducational. Languages emphasized. Extensive travel to Italy, France, Austria, Greece, Spain. Skiing and other sports.

MRS. MARY V. FLEMING, Director
Via Generoso Lugano, Switzerland or
Mrs. V. Gilpatrick, 55 East 65 St., New York 21.

Junior Colleges

SOUTHERN SEMINARY

And Junior College. Accredited Jr. College & last 2 years High School. Music, Art, Drama, Home Ec., Phys. Education, Secretarial, Merchandising, Kindergarten Tr. Equitation. 93rd Yr. Margaret Durham Robey, Pres., Box 107, Buena Vista 1, Virginia.

GREENBRIER COLLEGE

Junior College & 2 yrs. High School. In healthful Alleghenies, 147th year. Liberal Arts and Career Courses. Personal guidance. Sports and recreations at famous Greenbrier Hotel. Addah B. McClaskey, Director of Admissions, Box V, Lewisburg, W. Va.

SULLINS

Distinguished Junior College for Young Women

Accredited. All major liberal arts and career courses. Outstanding social program. All sports. Own stable. Lake. Indoor pool. Golf. Est. 1870. Catalog.

Wm. T. Martin, Pres., Box V, Bristol, Va.

Girls' Schools

KEMPER HALL

Gives girls mental, spiritual, moral and physical training for gracious, successful living. College preparation; Music, Dramatics & Fine Arts including Ceramics. Jr. School. 89th yr. Direction of Sisters of St. Mary (Episcopal), Box V, Kenosha, Wis.

TUDOR HALL SCHOOL

Thorough College preparation. General courses. Graduates in leading colleges and universities. Varied student activities. Physical fitness emphasized. Sports, swimming pool. I. Hilda Stewart, Principal, 3180 Meridian Street, Indianapolis 8, Indiana.

MARYWOOD SCHOOL

For girls. High School. Resident and day. Conducted by Sisters of Providence. Fully accredited. Member of North Central Assn. College Preparatory. General Courses, Music, Art, Drama, Home-Making, Gym and swimming pool. 2114 Ridge Ave., Evanston, Ill.

OAK GROVE

Friends School for Girls emphasizes Preparation for College and Gracious, Purposeful Living. Music, Art, Speech, Grades 7-12. International enrollment. Riding included. Trails and Indoor Ring. Winter Sports. Mr. & Mrs. Robert Owen, Box 121, Vassalboro, Maine.

ROGERS HALL

67 years of New England traditions. Near Boston. Thorough college preparation. General course: secretarial training, excellent music and art. All sports including riding. Swimming pool. Catalog. Mrs. Katharine MacGay, Box V, Lowell, Mass.

GRIER SCHOOL

In the Alleghenies. Accredited College Preparation and General Courses. Home atmosphere for girls, grades 9-12. Music, Art, Typing. Exceptional Riding. Winter, team sports. 1000 acres. Gym, pool. 107th year. Mr. and Mrs. T. C. Grier, Box 67, Tyrone, Pa.

PENN HALL

Accredited prep. school. 192-acre campus "a little north of Dixie." Also Junior College. A.A. or A.S. degree in 2 yrs. College transfer or specialized career courses. Modern buildings. Pool, riding, golf on campus. Dr. C. Gordon Frantz, Pres., Box V, Chambersburg, Pa.

THE KNOX SCHOOL

A distinctive country school. North Shore of L. I. College preparatory. General course. Grades 9-12. Small classes. Riding, tennis. N. Y. trips to concerts, theatre, UN, opera. Est. 1904. Write for catalog. Registrar, Box 7-V, St. James, L. I., N. Y.

Kent Place

A SCHOOL
FOR GIRLS
SUMMIT
NEW JERSEY

Since 1894 a school of distinctive purpose—to graduate alert, poised girls, well-trained in every respect for college life. Spacious dorm on extensive campus 20 miles from NYC—country and cosmopolitan living. Music, art, dramatics, sports, riding, all activities. Write for new pictorial booklet. Headmistress, Miss Florence V. Wolfe, B.A., M.A.

Girls' Schools

LAUSANNE SCHOOL—GIRLS

MEMPHIS, TENNESSEE—33rd YEAR Boarding grades 7-12. College Preparatory; Music, Dramatics, Art, Ballet, Riding. Fully accredited. Accelerated Reading stressed. Address Mrs. Myrtle Cobb, 1381 Massey Lane, Memphis, Tennessee.

BRENAU ACADEMY

Nr. Atlanta. Accredited College Prep & H.S. Art, Music, Drama, Phys. Educ. Recreation & sports programs. Social life co-ordinated with nearby boys' schools. Tuition, room & board \$1250 yr. Catalog. Write: Brenau, Box A-V7, Gainesville 7, Ga.

HARRIS FLORIDA SCHOOL

ESTABLISHED IN 1914

Accelerated and intensive college preparatory and fine arts courses for exceptionally gifted students desiring quiet, outdoor life for winter or full year. For catalog, address: Box 36, Stuart, Florida.

RADFORD SCHOOL FOR GIRLS

Accredited college preparation in ideal year-round climate. Open air classes in patio. Music, art, dramatics, secretarialship. Sports, riding. Not for profit. Limited enrollment. Catalog. Lucinda de L. Templin, Ph.D., Prin., 4501 Austin Terrace, El Paso, Texas.

MARYMOUNT

SANTA BARBARA, CALIFORNIA

College preparatory. Day grades 1-12; resident grades 5-12. Beautiful estate offering many educational & cultural advantages. Sports. Religious of the Sacred Heart of Mary. Write: The Reverend Mother.

THE *Ferry* HALL SCHOOL

-----LAKE FOREST, ILLINOIS

An outstanding college preparatory school for girls on the beautiful North Shore of Lake Michigan. Fully accredited. Music, art, Developmental reading. Small classes, individual attention. Gym; riding, swimming, tennis, golf. 12-acre campus 30 miles from Chicago. Est. 1869. Write for catalog. Dr. Robert G. Andrus, Box 179, Lake Forest, Ill.

Ask Vogue for school information.

Finishing School

Powers School

Poise and Self-Assurance for
Girls and Women of all ages

Spend 2-6 rewarding weeks in New York with John Robert Powers' expert instructors improving posture, weight, figure, wardrobe styling, make-up, walking, speech and poise. Congenial day, evening, Saturday groups or private instruction. Residences recommended. Budget terms available. Special teen age programs.

Write Ann Vail, POWERS SCHOOL
247 Park Ave., New York 17. YU 6-4690

Home Study

DRESS DESIGNING

Approved supervised home study training. Fine starting point for career. No classes. Text and work kit furnished. Low tuition and payments. Send for free booklet. National School of Dress Design, 835 Diversey Parkway, Dept. 115B, Chicago 14, Ill.

INTERIOR DECORATION

Approved supervised home study training. Fine starting point for career. No classes. No wasted time. Text and work kit furnished. Diploma awarded. Send for free booklet. Chicago School of Interior Decoration, 835 Diversey Pkwy., Dept. 115B, Chicago 14.

Coeducational Schools

THE CAMBRIDGE SCHOOL

OF WESTON

Coed progressive college preparatory. Self-government. Music, art, drama, shop. Sports. Country campus 10 miles from Boston. Grades 7-12. Catalog. M. A. Cheek, Jr., Headmaster, Weston 93, Mass.

VOLUSIA MANOR SCHOOL

In the Heart of Florida. Coed; grades 1-12. Small classes with remedial reading and personal guidance where indicated. Private rooms. 250 acre campus. Also summer school and camp. Catalog. Mr. & Mrs. Ramon Starr, Box 996 E, Orange City, Florida.

ELGIN ACADEMY

College prep. Coed, grades 7-12. Small classes. Individual PAR goals through personalized guidance. Sports, gym, pool, music, drama. Art gallery. Modern dorms. Endowed. Established 1839. Catalog. J. M. Thompson, 223 Academy Pl., Elgin, Illinois.

FENSTER RANCH SCHOOL

Nationally known ranch school for boys and girls. Grades 1-12. College preparatory. Superior facilities and staff. Riding, swimming, other activities in warm, dry climate. Also summer camp. Catalog. Mr. G. W. Fenster, Director, Tucson, Arizona.

ORME SCHOOL

On Quarter Circle V Bar Ranch. Coed, ages 10-18. Fully accredited college preparation. High Scholastic standards. Students help with chores on 40,000 acre cattle ranch. Riding, sports. 29th year. Also summer camp. Charles G. Orme, Jr., Dir., Mayer, Ariz.

JUDSON IN ARIZONA

A Coed Ranch School

Healthful, warm, dry climate. In Paradise Valley, near Phoenix. College preparatory. Grades 1 to 12. Small classes. Accredited. Riding & polo included in tuition. Tennis, swimming, fishing. Pack trips, rodeo, roping, riflery, music. 31st year. Catalog. D. V. Wick, Hdm., Scottsdale, Ariz.

School and College Information ...

You will find in this Directory schools and colleges to consider for your child—or for yourself. Academic and vocational or professional courses are included. Write to the Directors of Admission for catalogues.

For further help, based on our many years of experience and regular visits to schools and colleges, call us for an appointment, or fill in this coupon—mail to Vogue's School Bureau, 420 Lexington Avenue, New York 17, N. Y.

Mr.
Miss
Mrs.

Street

City

State

Girl

Boy

Age Now

Type of school or training preferred

Grade completed in school

Or year completed in college

Location desired

Proposed entrance date

Anticipated yearly cost \$

Boys' Schools

NORTHWESTERN

Military and naval academy at Lake Geneva, "The Switzerland of America." Accredited. 75 mi. north of Chicago. Small classes. New three-court gym. ROTC. Sports, sailing. Est. 1888. Summer Camp. Catalogs. 47 Lake Shore Rd., Lake Geneva, Wis.

WESTERN MILITARY ACAD.

Emphasis on self-confidence, self-direction, how-to-study. Small classes, guidance. Grades 7-12. Career analysis. Jr.-Sr. R.O.T.C. Athletics; riding, pool. 81st yr. Near St. Louis. Catalog: Col. Ralph B. Jackson, Supt., Box V-7, Alton, Ill.

WILLIAMS MILITARY ACAD.

Accredited. Boys 6-15. Full curriculum. All sports. 18-acre campus. New fireproof buildings; classrooms, gym, 25 miles from Chicago. Moderate rate. Also summer camp. Write for catalog, or call: Col. P. E. Williams, Dept. V, Wheaton, Ill. Tel. 8-1048.

HOWE MILITARY SCHOOL

Academic training in spiritual environment. Accredited preparatory. Potential Achievement Rating gives individual goal. Jr. school. Sr. ROTC. Sports. Activities. New dorms, pool. Episcopal. Est. 1884. Catalog. B. B. Bouton, 1579 Academy Pl., Howe, Indiana.

TEXAS MILITARY INSTITUTE

Distinguished Texas military school. Traditions of manliness, honor, courage. College preparatory, grades 8-12. Study techniques, guidance. Small classes. All sports. ROTC. Episcopal. Est. 1886. Catalog. Box 59, 800 College Blvd., San Antonio 9.

MASSANUTTEN MILITARY

Academy. 60th yr. Accredited. New Dorm & classrooms. In healthful Shenandoah Valley. Grades 7-12. Supervised Study. Small classes. R.O.T.C. All sports. Gym, Pool, Band, Rifle Team, Tennis, Riding. Catalog. Col. R. J. Benchoff, Woodstock 6, Va.

AUGUSTA MILITARY ACAD.

"The Friendly School." Distinguished ROTC school in Shenandoah Valley. Jr. & Sr. Divisions. Boys 8-20. Accredited. Graduates in leading colleges. All sports; pool, gym. Organized 1742. Rate \$1200. Catalog. Col. C. S. Roller, Box V, Ft. Defiance, Va.

STAUNTON

MILITARY ACADEMY
In beautiful Shenandoah Valley. Thorough college preparation; fully accredited. Individual guidance. Band. All sports. 2 gyms. Pool. Fine health record. Fireproof buildings. Separate Junior School. Illus. Catalog write Supt. S.M.A. Box V7, Staunton, Va. BASIC COURSE R.O.T.C. BY U.S. ARMY INSTRUCTORS. Founded 1860

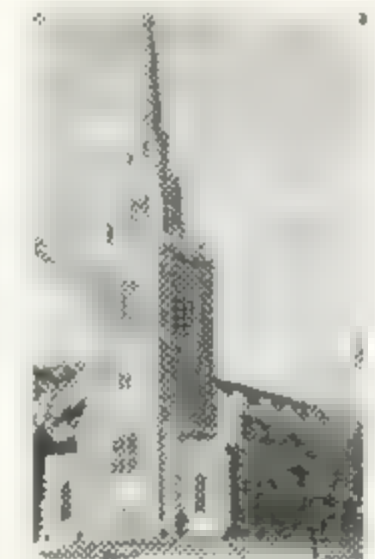


FORK UNION MILITARY ACADEMY

★ Our ONE SUBJECT PLAN of study in Upper School (grades 9-12) has increased honor roll 50%. Develops concentration. Fully accredited. ROTC highest rating. 17 modern buildings. ★ 2 completely equipped gyms. 2 indoor pools. Excellent health record. Junior School (grades 4-8) has separate buildings, gym, pool. House mothers. 61st year. For ONE SUBJECT PLAN booklet and catalog write: Dr. J. C. Wicker ★ Box 907 Fork Union, Va.



Grades 8-12. Thorough preparation for leading colleges. Accredited. Develops initiative, self-reliance, courtesy, character, leadership. All sports. Exceptional academic, living facilities. ROTC. Artillery. Cavalry. Infantry. Band. 1000-acre campus on Lake Maxinkuckee. Catalog. 710 Pershing Road, Culver, Ind.



VILLANOVA PREPARATORY SCHOOL

35th Year • Boys' Residential Catholic High School • College, University Preparatory • Fully Accredited • 9th to 12th Grades • 131 Acre Campus • Healthful Climate • No Fog, No Smog • Near Santa Barbara • All Sports, Varsity, Jr. Varsity Teams, Tri-Valley League • Gymnasium • Olympic Pool • Modern Buildings • All Semiprivate De Luxe Rooms • Brochure • Fall Term Registration Now. AUGUSTINIAN FATHERS ROUTE 2, BOX 10, OJAI, CALIFORNIA

ST. JOHN'S

★★★★★
★★★★★

MILITARY ACADEMY

Where boys become self-confident men. Accredited college preparation under the famous St. John's System. Grades 7-12. Inspired teaching. Small classes. Individual attention. Reading Clinic. ROTC. 187 acres; fireproof dorms, hospital, chapel. Each cadet participates daily in the well-rounded athletic program which includes crew, flying, riding. Summer Camp. 75th year. Catalog. Director of Admissions, Box 979 Delafield, Wisconsin.



Boys' Schools

THOMAS JEFFERSON SCHOOL

Why not the best in education for your son? Faculty all Harvard men. Every graduate enters a good college. Solid, thorough college preparation. Hard work. No frills. Cheerful rooms. Excellent food. Grades 9-12. Robin V. McCoy, Hdm., St. Louis 23, Missouri.

MANLIUS

Founded 1869. For boys. Accredited. Grades 7-12. ROTC. Highest U.S. Army rating for over 50 years. 126-acre campus. Remedial reading, Sports, Band. Summer Session. Tutorial assistance. Catalog. Robert V. Weekes, Manlius School, Manlius, N. Y.

CARTERET SCHOOL

Accelerated Program for students with above normal intelligence but having difficulties with college preparation. Tutorial instruction, supplementary classroom experience. Sports, activities. Bklt. IG, Guidance Director, Carteret School, W. Orange, N. J.

WARREN SCHOOL

Where boys over 13 with educational problems learn how to study, gain confidence, make up lost time. College preparation. Individual and remedial programs. Acceleration. Near Princeton, Phila., N.Y.C. Philip Lincoln Garland, Dir., Box 700, Chester, N.J.

FARRAGUT

Fully accredited college preparatory. Toms River, N. J.; St. Petersburg, Fla. Naval training. Separate Junior schools. Testing, guidance for college and career. Sports, bands. Summer camp & school. Catalog. Admiral Farragut Academy, Box V, Toms River, N.J.

CARTERET SCHOOL

Superior college preparation. Accredited. 1st Grade to college entrance. Small classes. Reading techniques. Shops. Homelike dormitory. 40 acres atop Orange Mt. Moderate rate. N. Y. trips 20 miles. Bklt. G-1, Carteret School, West Orange, New Jersey.

HATCH PREP SCHOOL

Founded 1926. In classes of 1 to 4 boys the individual overcomes the inertia of mass education. Progress geared to abilities and ambition. Junior, Middle, Senior Schools. 9 varsity sports. Lloyd Harvey Hatch, Headmaster, Newport, R.I.

MILFORD

College preparatory school for boys, grades 8-12. 43rd year. Homogeneous grouping in small classes helps develop good study habits, assures maximum achievement. Full athletic program. Fall term Sept. 24th. William D. Pearson, Headmaster, Milford 9, Conn.

HAITHCOCK SCHOOL

College Preparatory Episcopal School for Boys—Grades 4 through 12
Small classes, tutoring if needed.
Guidance and study skills stressed.
Remedial Reading directed by National Reading Foundation.
Full athletic program.

The Reverend T. Christopher Adams
Headmaster
Greenwich, Connecticut

Cheshire

Thorough grounding in subjects anticipating advanced college preparatory study on same campus. Emphasis on all fundamentals. Flexible program for each boy developing good habits of concentration. Separate classes, dormitories, school activities in stimulating background. Remedial instruction. Summer session. A. V. SHERIFF, Headmaster, Cheshire, Conn.

Airline Training

McCONNELL AIRLINE SCHOOL

Be an Air Hostess. Romance! Travel! Adventure! You can fly next month. Exciting flight, ground jobs with 35 airlines; starting salary \$3500 a yr. Short, easy course. Free catalog (give age). 1030 Nicollet Ave., Rm. V-79, Minneapolis, Minn.

Modeling

THE BARBIZON SCHOOL

Attractive, qualified girls prepared for careers as fashion or photographic models. Selective acceptance standards. Free use of Barbizon Agency. Residence service. Request catalogue A. Helen Fraser, Director. 576 Fifth Avenue, New York 36, N. Y.

Hotel Training

Be a Hotel Hostess

Enjoy Your Work! Fascinating positions in hotels, motels, clubs, apartment house projects as Hostess, Executive Housekeeper, Manager, etc. June Young writes: "Am Club Manager-Hostess and find it very interesting work." Write for FREE book, "Your Big Opportunity." Approved for ALL Veteran Training. Accredited by N.H.S.C.

LEWIS HOTEL TRAINING SCHOOL
Sta. EL-6201, Washington 7, D.C. 43rd Year.

Secretarial & Business

MOON SECRETARIAL SCHOOL

All subjects. Courses 8 weeks to 2 years. H.S. graduates. Special course for college women. Individual attention. Start any Monday. Placement service. 59th year. Catalog V. Mrs. Wm. T. Moon, 521 Fifth Ave. (43rd St.), New York City 17. MU 2-1820.

WOOD SECRETARIAL SCHOOL

College-level courses for H. S. and Private School grads. Accred. by State Ed. Dept. Placement service. Air-conditioned. Dorm. 80th yr. Enroll now for Sept. or Feb. Catalog. Registrar, 125 Park Avenue (100 E. 42 St., opp. Gr. Central), N. Y. 17. OX 7-1290.

BERKELEY SCHOOL

Intensive, comprehensive secretarial courses for H. S. graduates, college women. Distinguished faculty. Guidance. Placement service. New term Sept. 21. Catalogue. Assistant to Dir.: 420 Lexington Avenue, N.Y.C. 17; White Plains, N. Y.; E. Orange, N. J.

THE MARY BYERS SCHOOL

EXECUTIVE SECRETARIAL TRAINING
Intensive, personalized preparation for top positions in advertising, TV, etc. Friendly atmosphere; small classes. Free placement. Day. Eve.: Mon.-Thurs. Rm. 202-V, 545 Fifth Ave. (45th), N. Y. 17. OX 7-9246.

Katharine Gibbs

SECRETARIAL
BOSTON 16
21 Marlborough St.
NEW YORK 17
230 Park Ave.
MONTCLAIR, N.J.
33 Plymouth St.
PROVIDENCE 6
155 Angell St.
Outstanding training. Three practical courses.
• One-Year Secretarial
• Liberal Arts-Secretarial (two years)
• Special Course for College Women
Catalog: Associate Principal

Write to the colleges or schools which interest you, mentioning VOGUE. Be sure to give proposed entrance date, age and grade at present, course you prefer.

Fine & Applied Arts

AUDITORESCHOOL OF DESIGN

EXCELLENT FASHION TRAINING
Designing, Sketching, Draping, Patternmaking, Dressmaking, Grading, Free Placem't. Est. 1935. Co-ed. Fall Term starts Sept. 21. Request Catalog V. 1182 Broadway (28th St.), N. Y. 1. MU 3-1348.

INTERIOR DECORATION

INTERNAT'L STUDIO OF INTERIOR DESIGN
In Nation's Capital. Professional 1- and 2-year courses. Design, Decorating, Architectural Drafting. Individual instruction. Day, eve. Start any time. Booklet V. 702 19th St., N.W., Washington 6, D.C.

ART INST. OF PITTSBURGH

Graduates have won Oscars in dress design, fashion illus., interior design, commercial art. 18-months diploma courses. Active placement. Coed. 37th year. Veteran appr. Get Factbook. Write Willis V. Shook, Director, 635 Smithfield St., Pittsburgh 22, Pa.

INTERIOR
Decoration
Intensive, professional training; coeducational. GI approved; individual advancement. Attractive dormitory on Lake Shore Drive for girls. Enter Sept. 9 or Oct. 5. Write Registrar. Rm. 204. RAY-VOGUE SCHOOLS 750 N. MICHIGAN AVE. • CHICAGO 11. (No connection with Vogue Magazine)

NEW YORK SCHOOL OF INTERIOR DESIGN

SUMMER SESSION
SIX WEEKS' PRACTICAL COURSE
Starts July 6th. Faculty of leading decorators. Period and modern styles. Send for Catalog S Home Study Course starts at once. For those who cannot come to New York. Send for Catalog C 29 East 72nd St., New York 21, N. Y.

MAYER SCHOOL of FASHION DESIGN

Est. 1931 . . . Formerly Chic School
Designing, Sketching, Draping, Patternmaking, Dressmaking, Grading. Air Conditioned. Co-ed. Summer Courses. Enroll now for Fall. Request Catalog U or Home Study Catalog U-1.
64 W. 36 ST., N. Y. 18 LO 5-5620

COMMERCIAL

Art
PHOTOGRAPHY & INTERIOR DECORATION
Professional training. Individual advancement. Co-educational. Attractive residence for out-of-town girls on Lake Shore Drive; living accommodations secured for men. Enter Sept. 9 or Oct. 5. Write Registrar, Room 206. RAY-VOGUE SCHOOLS 750 NORTH MICHIGAN AVENUE, CHICAGO 11 (No connection with Vogue Magazine)

Secretarial & Business

CAPE COD SECRETARIAL

Career training for college women or high school graduates. Individualized program. Special Summer Session. Placement. Informal dorm in charming Cape Cod home. Bulletin: Mrs. Helen I. Palmer, M.A., Director, 246 Ocean St., Hyannis, Mass.

GRACE BALL COLLEGE

SECRETARIAL
Executive, Legal, General Secretarial Courses. For College women, qualified H.S., Private School graduates. Residence. Placement. Catalog. Registration Secretary, 525 Sutter St., San Francisco 2, Calif.

Retailing

LABORATORY INSTITUTE

OF MERCHANDISING
For fashion careers in merchandising, TV, reporting, advtg. Begins Sept. 14. 1-Yr. Course for girls with at least 1 yr. college. 2-Yr. Course for H.S. grads. Store work with pay. Cat. V. 45 W. 34th St., N.Y. 1.

CHAMBERLAIN

A PROFESSIONAL SCHOOL OF RETAILING
Merchandising, personnel, display, fashion promotion, copy. Thorough 2-yr. course for College age girls. Training in Boston stores. Dormitories. Muriel V. Cox, 90 Marlborough St., Boston 16, Mass.

TOBÉ-COBURN

SCHOOL FOR FASHION CAREERS
Prepare for a career in buying, advertising, fashion coordination, radio/TV. One & Two Year Courses. Store work with pay. Placement service. Begins September 2. Catalog A. 851 Madison Ave., New York 21.

RAY-VOGUE SCHOOLS

750 NORTH MICHIGAN AVENUE, CHICAGO
Write Registrar, Rm. 209. Specify course, 1 year program. Fashion Merchandising, Buying, Modeling. Selling in stores Sat. with pay. Attractive dormitory for girls. (No connection with Vogue Magazine.)

RINGLING SCHOOL OF ART

28th year. Painting, Illustration, Commercial Art, Fashion Arts, Interior Design. Faculty of outstanding artists. Outdoor classes. Dormitories. Low cost. Write for catalog and folder "In Florida Sunshine." George O. Kaiser, Jr., Dean, Sarasota, Florida.

LAYTON SCHOOL OF ART

Painting, Illustration, Advertising Design, Fashion Illus., Sculpture, Photography; Industrial, Interior, Architectural Design. B.F.A. degree. Modern new bldg. Fall, Spring, Summer. Catalog. Dept. 678, 1362 N. Prospect Avenue, Milwaukee 2, Wisconsin.

AMERICAN ACADEMY OF ART

Practical courses in all branches of Commercial and Fine Art. Faculty of international reputation. Placement service. Veteran approved. Coed. Fall term begins Sept. 8. Catalog. Frank H. Young, Director, Dept. 679, 30 East Adams Street, Chicago 3, Illinois.

THE INSTITUTE OF CHICAGO

Professional School.
Fine Arts, Industrial Design, Advertising, Dress Design, Interior Design, Teacher Training. Degrees. Accredited. Fall term Sept. 21, 1959.

Catalog. Box 288, Michigan at Adams, Chicago 3

Fashion
COURSES: Fashion Illustration, Dress Design, Dressmaking, Millinery, Fashion Merchandising with Modeling and Speech and Style Show Techniques. Co-educational. Attractive school dormitory for out-of-town girls on Lake Shore Drive. Credits applicable to college degree. Enter September 9 or Oct. 5. Write Registrar: Room 208. Give name of course desired.

RAY-VOGUE SCHOOLS
750 North Michigan Ave., Chicago
(No connection with Vogue Magazine)

TRAPHAGEN SCHOOL OF FASHION FOR RESULTS

Training Here Pays Lifetime Dividends
Trade Methods in Minimum Time—Coed
ART DESIGN CLOTHING CONSTRUCTION INT. DECOR
INTENSIVE SIX WEEKS' SUMMER COURSE
Beginners & Advanced, Day, Eve., Sat. Register Now!
Illustration, Sketch, Pattern, Dressmaking, Display. Our Graduates in Demand! Junior Sat. A.M. Class. Free Placement Bur. Send for Cir. I. Phone CO 5-2077. TRAPHAGEN, 1680 Broadway (52d St.) N.Y. 19

STUDY IN CALIFORNIA!

Louise Salinger
School of Dress Design, Inc.
Pattern Designing, Pattern Drafting, Millinery, Tailoring, Sketching, Modeling. Day, Evening.
Send for catalogue V
216 Powell Street
San Francisco, California
DOuglas 28059



Vogue's Travelog

A DIRECTORY OF FINE HOTELS AND RESORTS

WRITE FOR RESERVATIONS TO THESE—"AS SEEN IN VOGUE"

ARKANSAS

HOT SPRINGS NATIONAL PARK



Arlington Hotel & Baths

Come to America's favorite spa for a fun and health vacation. Enjoy country club privileges on two championship golf courses; catch lunker bass and crappie in three large, clear lakes but minutes from your room in the Arlington. Be good to yourself with a course of radioactive thermal baths. Superb continental cuisine. Planned social activities. For colorful folder, write R. E. McEachin, General Manager.

GEORGIA

SAINT SIMONS ISLAND

King & Prince Hotel. Year 'round resort. E.P., directly on ocean, pvt. beach & pool; dancing, fishing, riding, golf. Near Brunswick, Georgia.

MAINE

GREENVILLE JCT. (MOOSEHEAD LAKE)

Squaw Mountain Inn and Cottages. On a beautiful estate. Pvt. golf course. All water sports. June into Sept. No Hay Fever. Excellent food.

KENNEBUNKPORT

The Colony. On ocean. New swimming pool. Pool-side buffet luncheon. Entertainment. Golf, tennis, churches nearby. Geo. C. Boughton, Pres.

MASSACHUSETTS

ROCKPORT 4 (CAPE ANN)

Straitsmouth Inn. "The Sea Surrounds Us". Ocean on 3 sides, private rocky point. Fine N. E. food. Modest or deluxe accom. May 29-October 1.

SWAMPSCOTT

New Ocean House. On the picturesque North Shore. Seashore and country environment. Open April to Nov. Booklet. Clement Kennedy, Pres.

NEW HAMPSHIRE

FRANCONIA

Mittersill Alpine Inn & Chalets. 2000' high on Cannon Mt. Excellent cuisine, cellars, cocktail lounge, dancing, movies, swimming pool & tennis.

JACKSON 12 (WHITE MTS.)

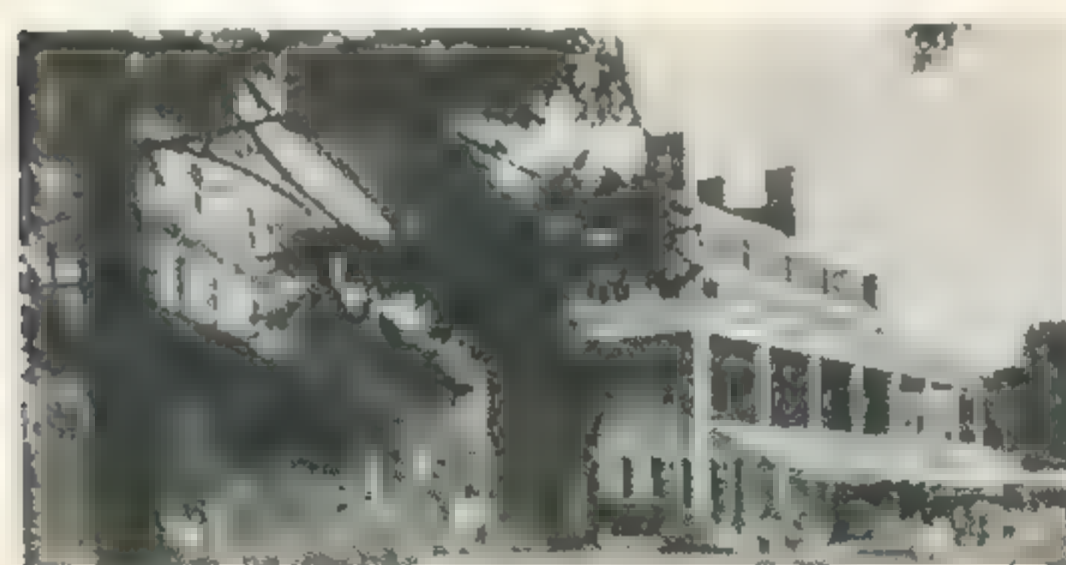
Eagle Mountain House. Overlooks Wildcat Valley. Golf course. Swimming pool. All summer sports. Social Program. Excellent meals. June 26-Oct. 14.

SUGAR HILL

Peckett's on Sugar Hill Club. New England charm. Cottages. Swimming pool. Open June 18 to Oct. 13. Reservations by application. Tel. Fran. VA 3-5555.

NEW JERSEY

PRINCETON



Princeton Inn

Inviting country inn overlooking acres of rolling countryside. Comfortable guest accommodations, delicious food, charming Early-American atmosphere. Situated mid-way between New York and Phila. Adjoining beautiful Princeton U. campus. Quiet, gracious setting. 100 attractive rooms. Cocktail Lounge. Write or phone for rates, reservations. Sam Stewart, Mgr. WALnut 4-5200.

NEW JERSEY

ATLANTIC CITY

Marlborough-Blenheim. At the edge of the sand & sea. Ocean-front decks, solarium, pool and poolside cafe. Entertainment. Salt water baths.

SPRING LAKE BEACH

The Essex & Sussex. One of America's truly fine seashore resorts. Pvt. Beach. Golf. Dancing nightly. American Plan. F. L. Abel, Mgr.

The Warren. Direct Ocean Front. Pvt. beach & beach club. Supervised play for children. All sports. Fred O. Cosgrove, Owner-Mgr.

SPRING LAKE

The Monmouth Hotel. A famous hotel in a famous resort 50 miles from New York. Ocean Front. Pvt. Beach. Open June 20. James J. Farrell, Mgr.

NEW YORK

LAKE MINNEWASKA

Lake Minnewaska Mountain Houses. "One of America's Most Beautiful Resorts." On cliffs above mountain lake. 88 miles north of N.Y.C. Brochure.

NEW YORK CITY

The New Weston. Madison Ave. at 50th St., at the center of business and social life. Weston Court, English Lounge and Restaurant. A Knott Hotel.

The Westbury. Madison Ave. at 69th St. Distinguished clientele. Air-conditioned rooms & suites. Polo Bar, Lounge and Restaurant. A Knott Hotel.

PENNSYLVANIA

BEDFORD SPRINGS



Bedford Springs Hotel

3000 acre resort hotel located high in Allegheny Mountains. Largest and finest in Western Pennsylvania. 18-hole championship golf course. Indoor and new outdoor swimming pool, plus lake swimming. Tennis, Dancing. Boating. Planned social activities. Superb cuisine. Special overnight guest rates. For reservations or brochure write L. Gardner Moore, President and General Manager.

DINGMAN'S FERRY, P.O. BOX 326

Culvermere. Lakeside young adults' vacationland. Every sport & entertainment. Informal, active, inexpensive. Free booklet from your agent or write.

EAGLES MERE

Crestmont Inn. Eagles Mere, Pa. Family cottages, pleasant rooms. Superb cuisine. Sports. 2200-ft. altitude in scenic Alleghenies. Lakeview 5-3232.

MOUNT POCONO

The Skyline Inn. Family resort, planned sports and social programs for all ages. Swimming pool. Cottages. Folder, Mt. Pocono 36, Pennsylvania.

VERMONT

STOWE



The Lodge at Smugglers' Notch

Escape to the cool Green Mts. Gracious vacation living, continental atmosphere at the foot of Mt. Mansfield. Hub of delightful N. E. activities. Enjoy private heated pool, 5 fast-drying courts, fishing, Morgan horses. Golf nearby. Renowned French cuisine, epicurean wine cellar. Cocktail lounge, dancing. For Reservations Tel. AL 3-7311 or write Ivor Petrak, Mgr. Color Folder.

VIRGINIA

HOT SPRINGS



The Homestead

The Virginia Alleghenies give this famous resort a beautiful setting—and a superb summer climate as well. There is bright sunshine on most days; nights are clear and cool, with perfect sleeping under a blanket or two. Service is expert, and accommodations are supremely comfortable. Sports facilities include two magnificent golf courses, indoor and outdoor pools, banks of fast-drying tennis courts, trails for riding or carriage driving, mountaintop skeet and trap-shooting layouts—and so forth; all receiving a degree of maintenance that is almost unheard of these days. For rates and reservations address The Homestead, Hot Springs, Va.

IRVINGTON



The Tides Inn

Gracious living in rural Colonial Virginia with a cuisine that is recognized by experts as real Virginia food prepared from colonial recipes that cannot be excelled. The charmingly informal elegance will delight you. A friendly atmosphere that simply radiates happiness. Cruises on luxurious yachts to the Chesapeake Bay; fishing; outboards; golf; tennis; dancing; swimming in the heated salt water pool; other enjoyable pastimes. Truly a Virginia showplace. Fast being recognized as the world's finest small resort. Write The Tides Inn, Irvington 3, Virginia, for more information.

WILLIAMSBURG



Inn, Lodge & Motor House

A visit to historic Williamsburg is more than a journey back to colonial days. It is an opportunity to enjoy a delightful vacation. Fine lodgings in modern hotels, guest houses, restored taverns and the Motor House. Excellent food and service. Golf, tennis and other seasonal sports. Come and see the Governor's Palace, Capitol and other famous buildings, watch craftsmen at their benches and don't miss visiting nearby Jamestown and Yorktown. For information write Box 718, Williamsburg, Virginia or Williamsburg Reservation Office, 30 Rockefeller Plaza, New York, Telephone Circle 6-6800.

CANADA

MONT GABRIEL, P.Q.

Mont Gabriel Club. Luxurious 1400-acre mountain-top resort—offering every facility for a happy holiday. Write for illustrated folder.

JAMAICA, B. W. I.

MONTEGO BAY



Half Moon Hotel & Cottage Colony

The luxurious tropical setting of this exclusive colony . . . all the romance of the Caribbean . . . now at special summer rates—single from \$18, double from \$32. Secluded beach, cabanas direct from cottage rooms. Beach parties, entertainment. Five plane hours from N.Y.C. Average summer temperature 82, cooled by pleasant trade winds. See your travel agent or Oliver Kermit Associates, Inc., 521 5th Ave., N.Y.C. MU 7-6862.

PUERTO RICO

DORADO



Dorado Beach Hotel and Golf Club

Nestled in a lovely tropical setting and swept continually by the cool trade winds. Open the year 'round for surf, pool swimming, tennis, other summer sports. Golfing is magnificent on one of the world's finest oceanside courses. 136 rooms in air conditioned beach houses or roomy cabanas. Summer rates, June 1—Dec. 1. See travel agent or New York Res. Off., 30 Rockefeller Plaza. Tel. Circle 7-3080.

TRAVEL

Tours, Cruises, Services

GREECE

Greek Islands cruises. Cost-inclusive tours of Europe and Near East. Free booklets. Greek Tourist Agency, Inc., 505 Fifth Ave., N.Y.

THE NETHERLANDS

For Hire in Europe: Luxurious river yacht, crew of 4 included, sleeps 10, 4 baths, for further details write P. O. Box 172, Nijmegen, The Netherlands.

Condé Nast Travel Guide— % Vogue Magazine

420 Lexington Avenue, N. Y. 17, N. Y.

Please send me—free of charge—
Condé Nast Travel Guide.

Name _____

Address _____

Sail **Matson** ...the Voyage is a Vacation, the Ports are a Plus!



SAIL THIS FALL TO SOUTH PACIFIC PORTS OF PARADISE

...when weather "down-under" is at its Spring-time best. Enchanted landfalls await, just over the golden horizon—Tahiti, New Zealand, Australia, then Fiji, Samoa and Hawaii. Enjoy a relaxing leisure you've never experienced before, on the modern MONTEREY or MARIPOSA. Yacht-like cruising, hull-deep in luxury...tropic-kissed days in a magical shipboard world...wondrous hours exploring ports of paradise.

Suddenly—a new, thrilling, revitalized you! Complete 42-day cruise fares from \$1035...as little as \$25 a day. All accommodations in First Class, completely air-conditioned, with private bath, temperature control, radio. Ship is your hotel in port. Sailings from California: Sept. 20 (45-day Bonus Cruise, calls at Brisbane) Oct. 11 (45-day Bonus Cruise, calls at Melbourne for Melbourne Cup Race), Nov. 8, Nov. 30, Dec. 27.

SAIL



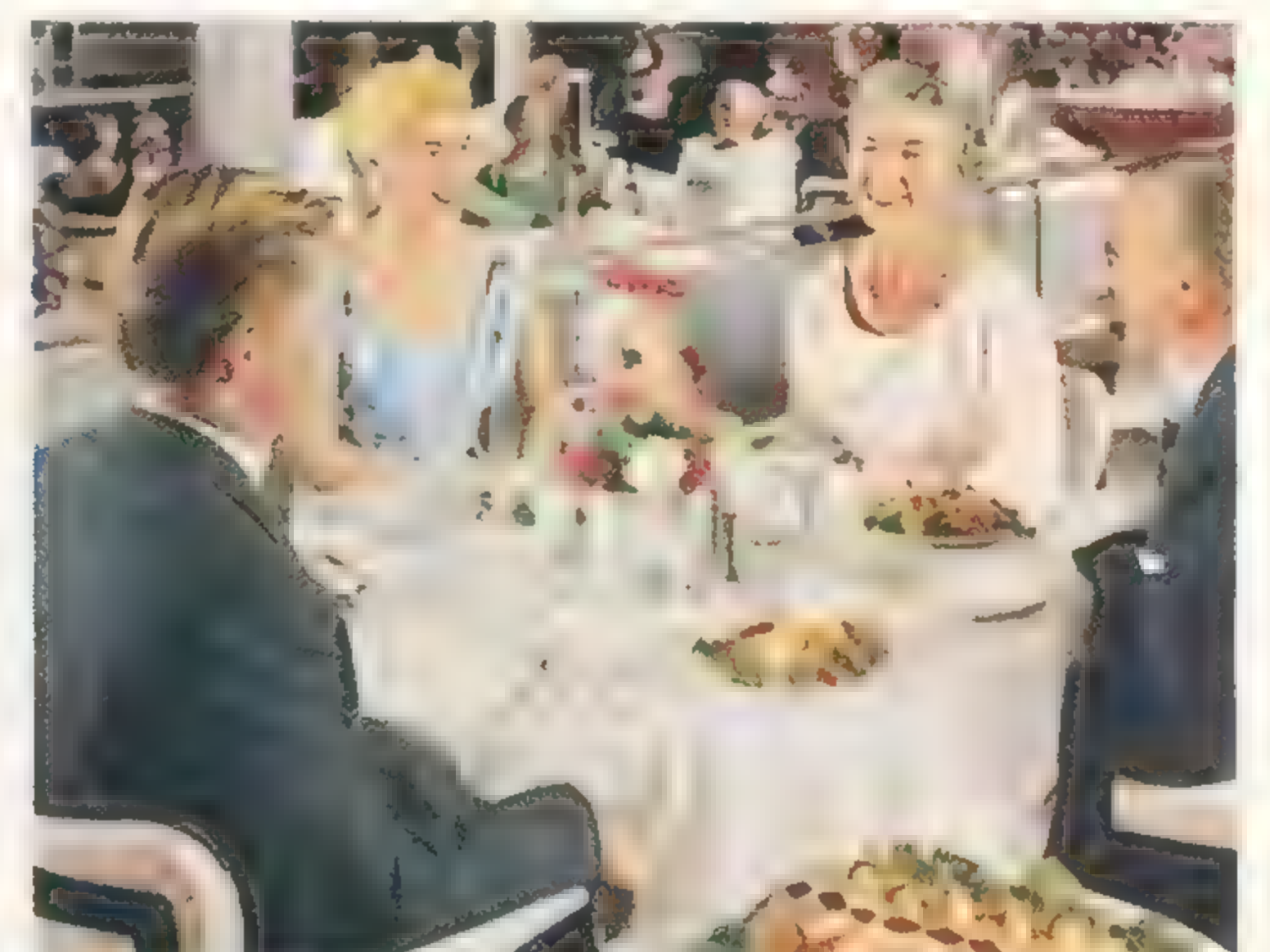
Between California, Hawaii, South Pacific

MATSON NAVIGATION COMPANY • THE OCEANIC STEAMSHIP COMPANY • OFFICES: NEW YORK, CHICAGO, DALLAS, SAN DIEGO, LOS ANGELES, SAN FRANCISCO, PORTLAND, SEATTLE, VANCOUVER, B. C.

Life aboard a Matson ship is an inspired blend of carefree activities—swimming, sports, sun-laxing or deck chair dreaming! Space aplenty; cruises are limited to less than 360 passengers.

Evenings are as glamorous as you please...dancing amid Polynesian splendor, attending first-run movies, strolling with new friends on decks roofed with stars! Superlative cuisine, service and entertainment.

Treat your sea-honed appetite to a brilliant variety of dishes masterfully prepared and served. Breakfasts in bed, picnics on deck, late buffets are all included in your Matson fare.





Honeymooners at El Rancho—less than an hour's drive from San Juan. Photograph by Tom Hollyman.

Honeymoon in Puerto Rico

THE SCENE is *El Rancho*—a small hotel high in Puerto Rico's Tiza Mountains. Here you choose your suite from a bright new cluster of hilltop cottages. Your seclusion is complete.

Outside your window is a garden, a swimming pool, a ballroom, and twenty miles of riding trails. You get a suntan in a matter of days. Yet at night, when the fireflies flicker, the

breeze is as cool as silk. You're glad of a blanket and the crackle of log fires.

Sit out a dance on the patio. It's hard to believe that those lights in the valley are the boulevards of San Juan. And it's even more incredible to think that a plane can whisk you to New York between midnight and breakfast.

All Puerto Rico's new hotels offer poetic changes of mood. There is one

near a phosphorescent bay. And several so close to the beach you can hear what the surf is whispering.

Parents used to give honeymoons as wedding presents. To help revive this custom send for free color booklet—"Puerto Rico will surprise you." Write to Commonwealth of Puerto Rico, Dept. of Tourism, Box 571, 666 Fifth Avenue, New York 19, N. Y.



to the Caribe Hilton

SAN JUAN • PUERTO RICO • U.S.A.

Welcome to gaiety and fun, a 17 acre playground . . . miles of sandy beaches, pool and ocean for swimming or sunning, relaxed dining and outstanding entertainment in the exotic Club Caribe. All rooms air conditioned—each with a balcony keyed to romance.

EUROPEAN PLAN

Singles from \$15 Doubles from \$19

RESERVATIONS: See your Travel Agent or call New York, LOnacre 3-6900.

free to you now!

a Who's Who of

WHERE...

the Condé Nast

Spring-Summer

TRAVEL GUIDE



Choice travel

resorts from

Vogue and

House & Garden.

Send for your free

booklet today.

Vogue

Condé Nast Travel Guide

420 Lexington Ave., New York 17

please send me a free copy of the

Spring-Summer TRAVEL GUIDE

NAME _____

ADDRESS _____

CITY _____ ZONE _____

STATE _____

V-7-59

HOW TO BE A GUEST ON A BOAT

(Continued from page 26)

summering in the vicinity. Too many times we have thought we were going to Bar Harbor for the night, and have changed our minds in the middle of the day and gone instead to Blue Hill, because of fair wind and weather. Our friends who live on shore have learned not to rely on our coming even when our plans seem very definite.

Once in port for the evening, the routine is much the same as it was the first night. After the host has finished putting the sails to bed, fastening sailcovers, attending to this and that, the whole day, whether it was good or bad, fades into a serene perspective. Sometimes there is another yacht of exciting size or shape anchored nearby, or a boatload of friends. You may have dinner on board your boat, or you may go ashore to a party. If you get into port early enough, this is a good time to check on your air-line reservation or make other phone calls. You can usually take a bath, either at the yacht club or marina, or at the house of friends on shore. At first, I was diffident about asking friends for the use of their bathtubs, but I have discovered that if they are entertaining you for the evening, they much prefer to have you looking clean.

If you spend the day in port, and haven't had enough of sailing, you may find that your host has sails for the dinghy. Sight-seeing in our sailing Dyer Dhow, a plastic boat of one of the best types, is a perfect pastime in dull harbours. And the guests will find that they learn more about sailing than they have been able to do on the "mother ship."

My fifteen-year-old nephew, when asked by my mother what life on board our boat was like, replied, "They must really love their boat—they spend all their time taking care of it." The truth, of course, is that if a boat were left to itself, it would soon become a shambles of rust, dust, and broken china, leaving a trail of cameras, binoculars, and other valued items behind it in the deep. Perhaps one reason why many guests are not more helpful is that they have to expend a good deal of effort trying not to fall into the deep themselves.



ESCAPE TO PARADISE!

Virgin Islands

U.S.A.

ST. CROIX • ST. JOHN • ST. THOMAS

Full information, illustrated Color Booklet V from YOUR TRAVEL AGENT or write

Sunny, breeze-cool, breathtakingly beautiful . . . perfect vacation blend of colonial charm and lively modern living. 17th Century Danish seaports, "free-port" shopping . . . exciting water sports, white sand beaches with palm trees framing green uplands. Complete relaxation at fine hotels, excellent guest houses.

DAILY FLIGHTS via San Juan from
NEW YORK • CHICAGO • MIAMI

VIRGIN ISLANDS GOVERNMENT TOURIST INFORMATION OFFICE

750 Third Avenue, New York 17 OX 7-2258
Also St. Thomas and St. Croix, Virgin Islands



Going to the... VIRGIN ISLANDS?

Be sure to visit LITTLE SWITZERLAND...
one of the most fascinating treasure
haunts of the Caribbean...

Sole agents top makes watches, jewelry, cameras,
gifts, toys, etc. . . all at fabulous "Free Port" prices.

Little Switzerland

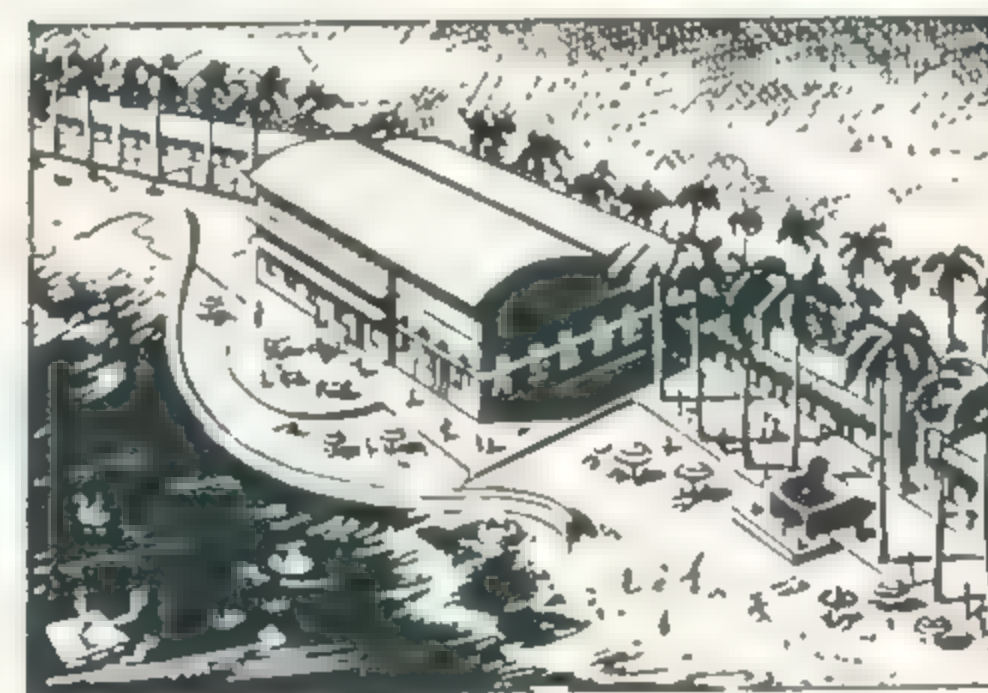
St. Thomas, Virgin Islands • Write direct for illustrated brochure

In San Juan, Puerto Rico ENJOY LUXURY AT MODEST COST



HOTEL NORMANDIE

Ocean-liner comfort: Rooms are suites with bath & sitting room. Modern Coffee Shop & Dining Room. Dancing, cabaret in exclusive Voodoo Room. Private pool and beach. Boating. Fishing. All sports. Centrally located.



ESCAMBRON BEACH HOTEL

Wonderful oceanside location, superb private beach. Choice of spacious rooms, apartments or cabanas. Dining rooms, cocktail lounge, ballroom. Tennis, fishing, badminton, etc. Children's playground. Modest rates.

New York Office: 331 MADISON AVENUE, NEW YORK 17, NEW YORK
Telephone: MURRAY Hill 6-6370



"Irish Coffee" Glasses DIRECT FROM Shannon Free Airport

For dedicated "Irish Coffee" drinkers — and lovers of distinctive glassware, here's a glass that matches the excellence of the drink. Moulded stem-ware, modern, shape-ly and practical, with embossed IRISH COFFEE lettering and Shamrock, in green. Now, you can order them BY MAIL, from Shannon, the world's first duty and tax free airport, at substantial savings over regular prices.

Send only \$6.00 for set of 6 in presentation pack (U.S. duty: 55 cents).

Ask also for Mail Order catalogue of other outstanding values and for details of the Free Holiday in Europe offer.

Department VC
Mail Order Stores

Shannon
FREE AIRPORT
IRELAND

TERRY SHIRT 'N SHORTS



Here's the perfect playsuit in luxurious white terry. The shirt and shorts—made all in one piece—button down the front with five pearl buttons. It's smart to look at, fun to wear—and so many uses. Seaside, poolside, tennis, baby sitting, barbecuing, etc., etc., etc., etc. The terry belt, banded in red and blue, is adjustable and washable. Just remove the ratchet buckle for laundering. White terry. Sm (8-10), Med (12-14), Lg (16-18). \$7.95. Add 35c each for shipping. Free resort catalog upon request.

THE TOG SHOP LESTER SQUARE
AMERICUS, GA.

Shirt 'N Shorts \$7.95 Size _____ Quan. _____

Name _____

Address _____

City _____ Zone _____ State _____

for Beautiful Nails!



The famous "powder nail polish"

... MAD of course

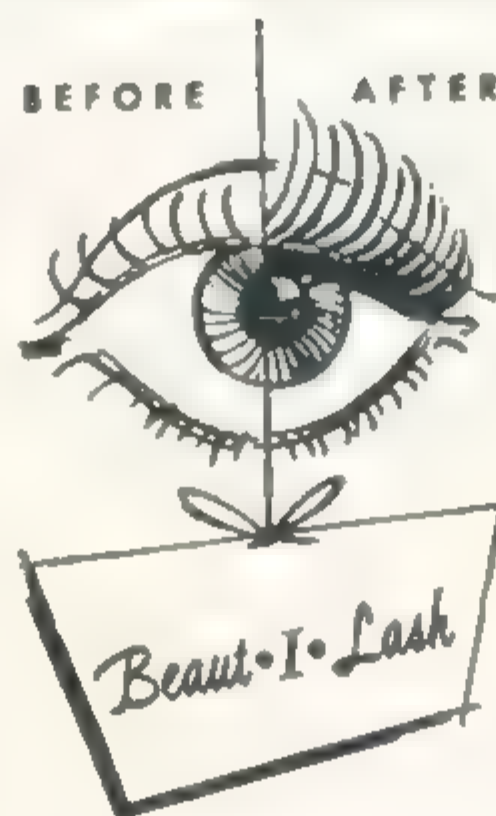
In a deluxe lucite hinged manicure kit. Keeps your nails beautiful, healthy and strong the natural way, with no annoyance of peeling polish.



Send \$2.00 to: **MAD PRODUCTS, INC.**
121 Seventh Ave., New York 11, N. Y.

Natural Eye Beauty

False Lashes
and
Brows
Handmade
of
Real Hair



The Lashes

Beautiful, natural lashes on strips that defy detection—easy to apply—as recently featured in Vogue. Thin, medium, close thicknesses. All colors: black, brown, blue, green, and red. Blend in with your own natural lashes. Reusable. Compare with custom made at \$15 per pair.

5.00 per Pair

The Brows

Primarily designed for use where there are no natural brows. The finest available today.

7.50 per Pair

No C.O.D.'s. Send check or M.O.
Return in 10 days unused if not satisfied for full refund.

Beaut-I-Lash

440 East Las Olas Blvd.
Dept. V1, Fort Lauderdale, Fla.

Visit
Miss
Hilbrun
for a
beautiful
figure



MISS HILBRUN, creator of corsetry and Beachwear. In her collection you will find Built-in Bra separates for after 5. She specializes in fashioned elastic girdles, strapless bras, bra-slips, corsets, custom and ready-made girdles. Sculptures pads and bras for figure problems . . . surgical and flat-tops. See her beach line. Also, maternity girdles and bras. **EVERY FIGURE FITTED INDIVIDUALLY.**

(Write for free Folder V)

HILBRUN, CORSETIERE

14 West 58th St. PL 3-6922 N. Y. 19, N. Y.
Facing the Plaza Hotel



SHOP



1

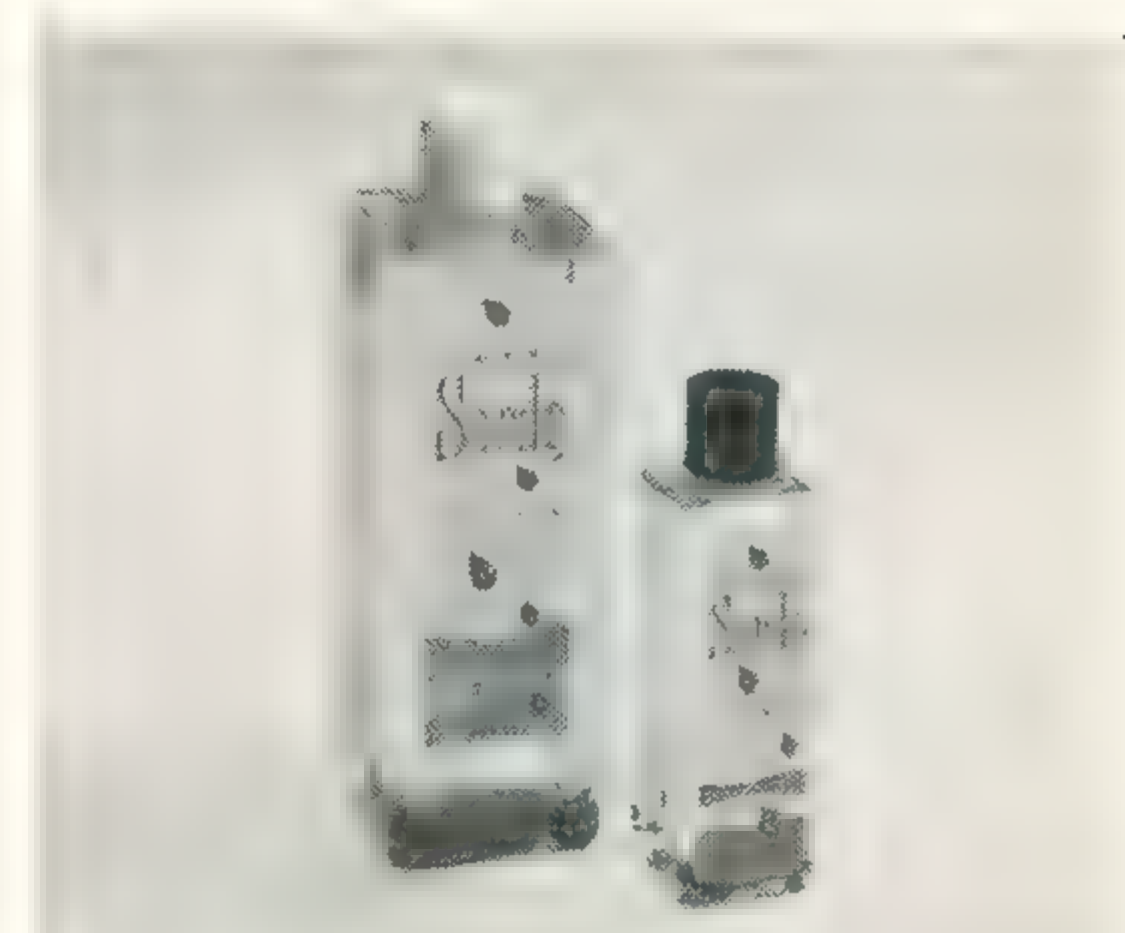
1. A short bob revival could be convincingly launched with the neat centre part and wide, clinging waves of this one. Berthold, 61 W. 55th St., N. Y. 19.

2. Soft-skin setup—with the daily use of a drop or two of Sardo Lipodermic bath oil. 4 oz., \$3; 8 oz., \$5; 16 oz., \$8.50.

Plus tax. At Bonwit Teller, 721 Fifth Ave., New York 22.

3. Hand-painted addition to shorts, skirts, summer dresses—these belts made of washable cotton webbing. In red, navy, and black, with white. S, M, L. \$3.95 ppd. Saks Fifth Avenue, 611 Fifth Ave., New York 22.

4. Compact colour scheme by Goubaud de Paris allows you to blend your own make-up. A compact holds two shades of Tutone Blend Glo make-up: crème beige and rose; \$2. The Eye Glamour kit, for day and evening, has: eye shadow in blue and green with gold or silver; mascara in black and blue or brown and green; \$3.95. Half red, half white lipstick; \$2. Prices plus tax. 743 Fifth Avenue, and other Goubaud de Paris shops.

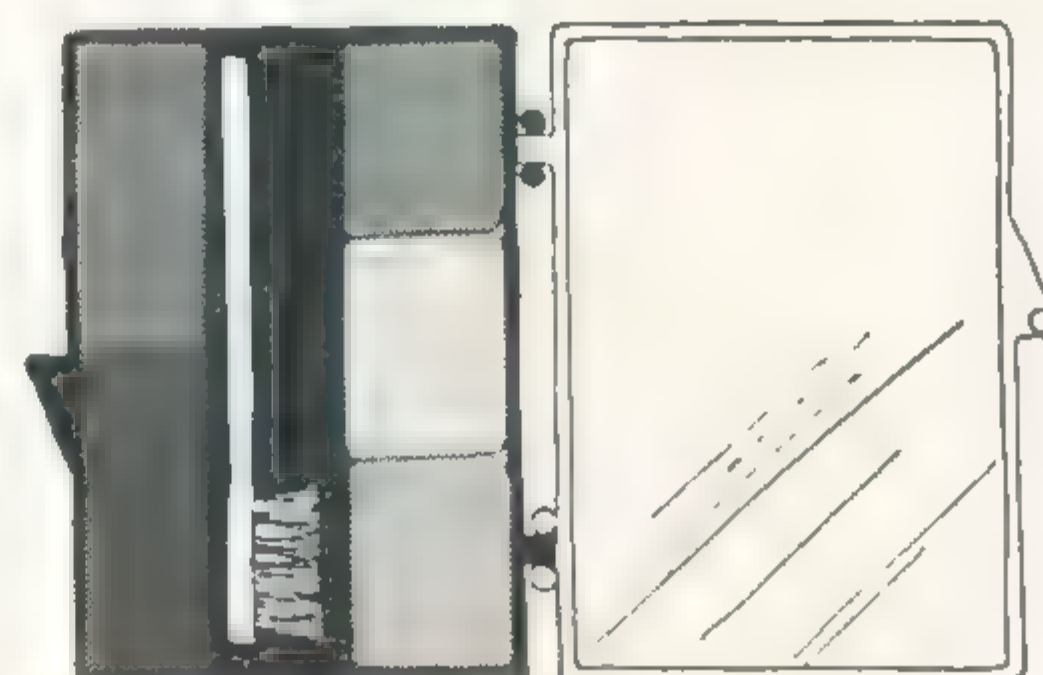


2

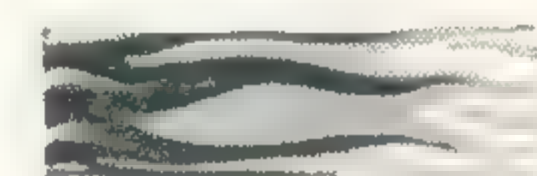
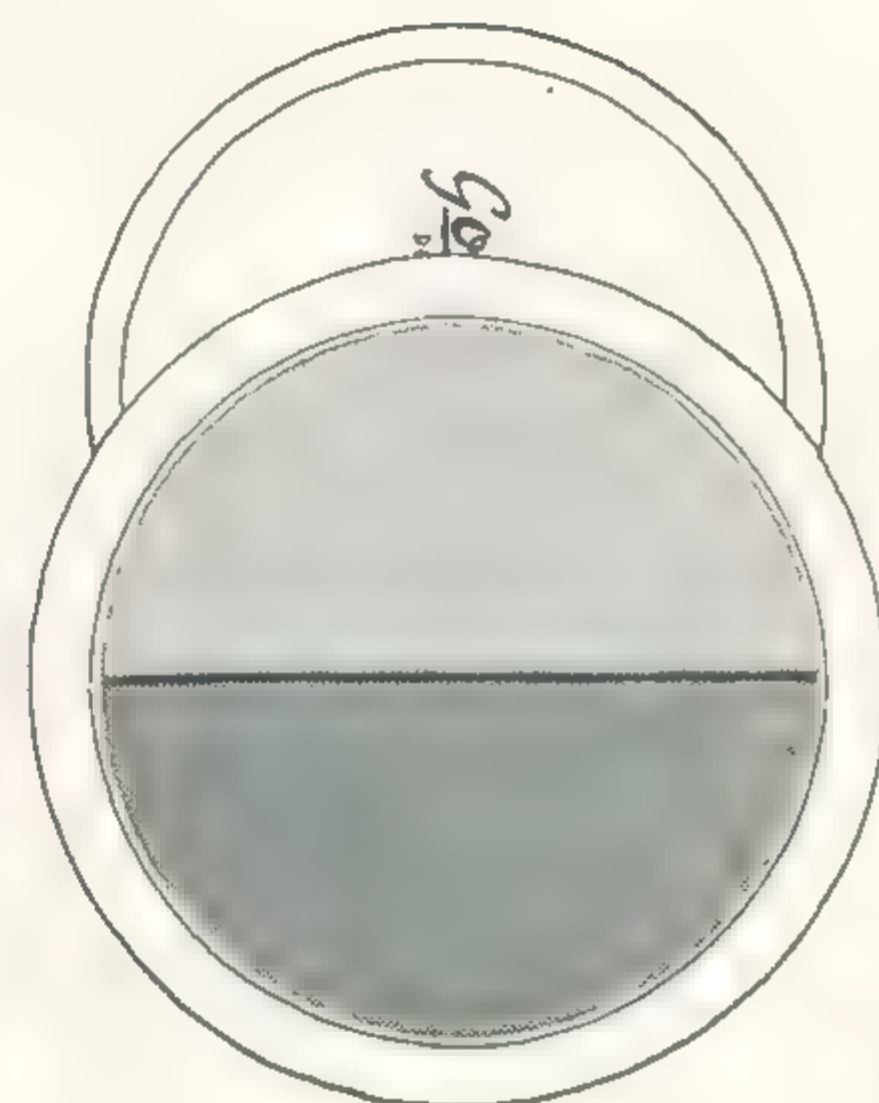


3

MIEHLMANN



4



RAY PORTER

HOUND

... July—cool and collectible



5. *Short order* created by wig for a coif disordered by sun and water. Above, a demi-wig to cover the crown and sides of your head. The French knot at back is your own. Brown and auburn, \$35; grey and blond, \$42. Send hair sample to Joseph Fleischer, 12 West 27th St., New York 1.



6. *Floating dots*. These pure silk chiffon scarfs have hand-rolled edges, are long enough to double as stoles. Navy-blue dots on white; other colour combinations. \$3.95. Lord & Taylor,

424 Fifth Avenue, New York 18. 7. *Sandal with nothing to it*—except a braided thong, the look of summer. In black patent leather, white or red kidskin. Sizes 5 to 9, N., M. \$12. Fiorentina Shoes, 789 Madison Ave., New York 21.



7

8. *Blue denim that works two ways*—as a smock in the house or garden; or, shaped with its red elasticized belt, as a shirt dress. Sizes 8 to 16. \$12.95. Ladybug, Dept. V., 264 S. 19th St., Phila. 3, Pa.

Ella Baché has a new waxing treatment for legs that should put an end to excess hair problems. Waxed strips of cloth whisk away fuzz in fast, painless seconds. \$3 for a box of three strips. My Epil, by Ella Baché. At Bonwit Teller, 721 Fifth Ave., New York 22.

8

SHANNON



PRICES PLUS POSTAGE, UNLESS OTHERWISE NOTED



IS THIS CARYL RICHARDS?

Her permanent wave is. A precious new Caryl Richards MILK BATH Permanent—as exotic a wave as ever we've known. Our MILK BATH wave (it's enriched with milk nutrients!) gives your hair precisely the basis it needs for the new coiffures—firm body, subtle softness, creamy condition. No wonder our stylists love it. And our MILK BATH wave stays so permanent, so natural-looking, so easily manageable your hair almost sets itself!

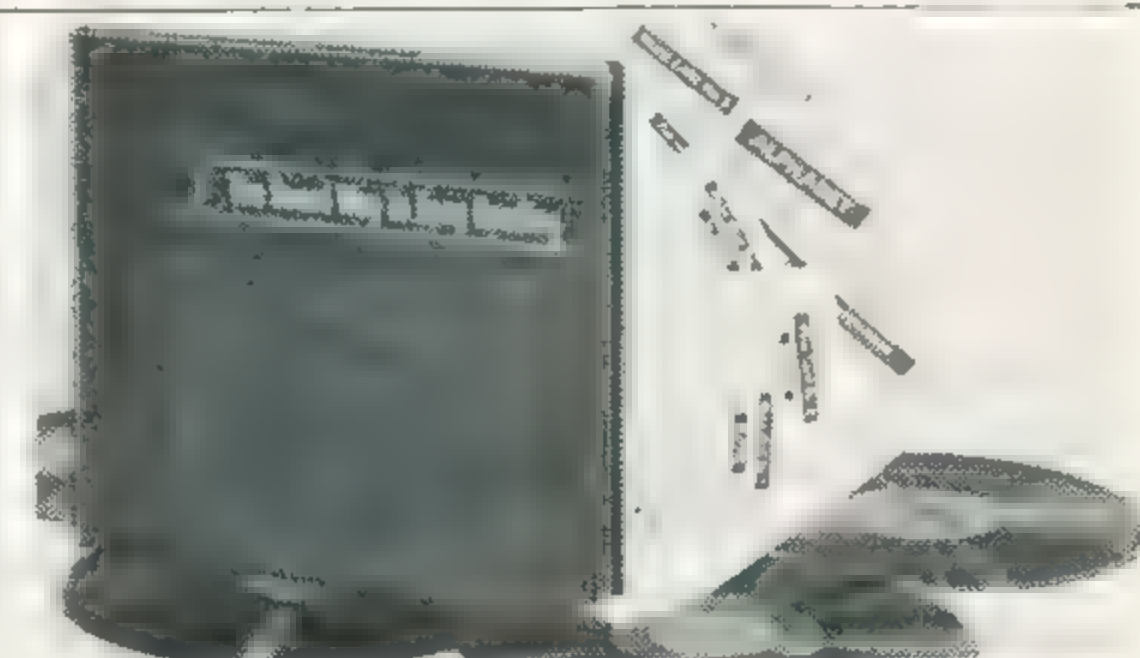
...everyone knows a Caryl Richards permanent is *better* for your hair.

PARRUCCHIERE *Enrico Carruso*

NEW YORK • MONTEGO BAY



New Hollywood Sun Tan Discovery
MOORE'S "BRONZE STAIN" SUN TAN LOTION MUST give you a beautiful SUN TAN in just 2 hours in the sun or your money back. Get a SUN TAN in your own back yard or under SUN LAMP. Good for wind burn, when fishing, skiing, or around snow. Can be purchased all year. Enclose \$1.50 for large bottle to MOORE'S LABORATORIES, 5549 Harold Way, Dept. V-2, Hollywood 28, Calif. Air Mail 35¢, 1st class mail 20¢ for each bottle. No C.O.D.'s.



If Your Child Is A Poor Reader

See how *The Sound Way To Easy Reading* can help him to read and spell better in a few weeks. New home-tutoring course *drills* your child in phonics with records and cards. Easy to use. University tests and parents' reports show children gain up to *full year's grade in 6 weeks!* Write for free illustrated folder and low price.

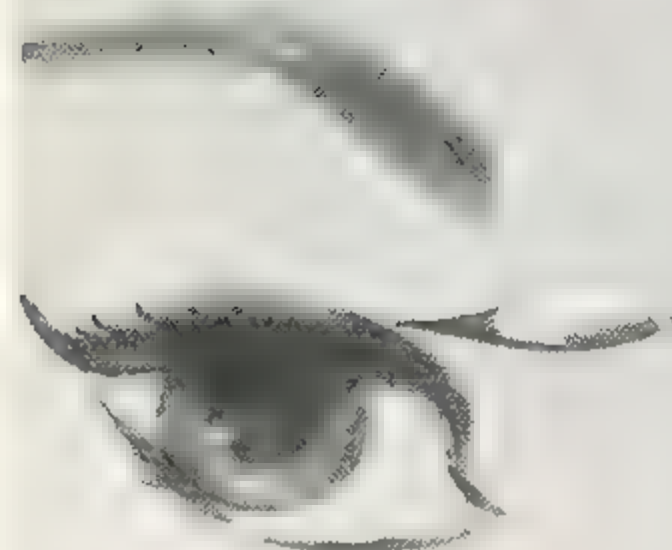
Bremner-Davis Phonics
Dept. L-26, Wilmette, Illinois

another DIEDRÉ exclusive creation

when to draw a fine line of color

with **DIEDRÉ'S** wonderful new

Liqua-Liner



Any time is the right time to accent your eyes to match your mood and costume. Diedré makes it so easy to apply an enchanting line of color on your eyelids before you apply your eye shadow. The liquid eye-liner goes on with its own soft brush, dries instantly and remains glamorous all day or all night long.



\$3.85 including taxes and postage.

Ebony, Turquoise, Apple Green, Dark Brown, Light Brown, Pearl Blue, Aqua, Platinum Mauve, Iris, Grey.

CUSTOM COSMETICS BY

diedré

Dept. V7, 510 Madison Avenue, New York 22, New York

"There are no homely women, only lazy ones!"

HEAVENLY COMFORT

**BLEUMETTE
BRA**



- no shoulder straps
- no back straps
- no wires, no bones

Pat. No. 2,728,979

The ultimate in bosom loveliness. Lifts and holds to youthful high lines with natural grace and comfort. Just made for glamorous special occasions by top New York bra designer. Only adjustable half-way bra ever created. Velvety soft, pliable, sturdy material. Flesh color.

Send check or Money Order. Satisfaction Guaranteed.

Sizes A, B or C
2 Pairs only \$2.98 Postpaid
with Primer to restore adhesive edge of bra

made exclusively by
BLEUETTE, INC.

509 5th Ave., Dept A108
New York 17, N. Y.

WIGS
YOUR CROWNING GLORY



CUSTOM-DESIGNED
A Necessity and a Fashion Today

Sylvia

TRANSFORMATIONS

515 Madison Ave., N.Y.C.
Entrance on 53 St., Room 812
Phone PLaza 8-1389
MAIL ORDERS FILLED

"Out, damned spot!
out, I say!" . . . Wm. Shakespeare



FADE THEM OUT

Weathered brown spots on the surface of your hands and face tell the world you're getting old—perhaps before you really are. Fade them away with new ESOTERICA, that medicated cream that breaks up masses of pigment on the skin, makes hands look white and young again. Equally effective on the face, neck and arms. Not a cover-up. Acts in the skin—not on it. Fragrant, greaseless base for softening, lubricating skin as it clears up those blemishes.

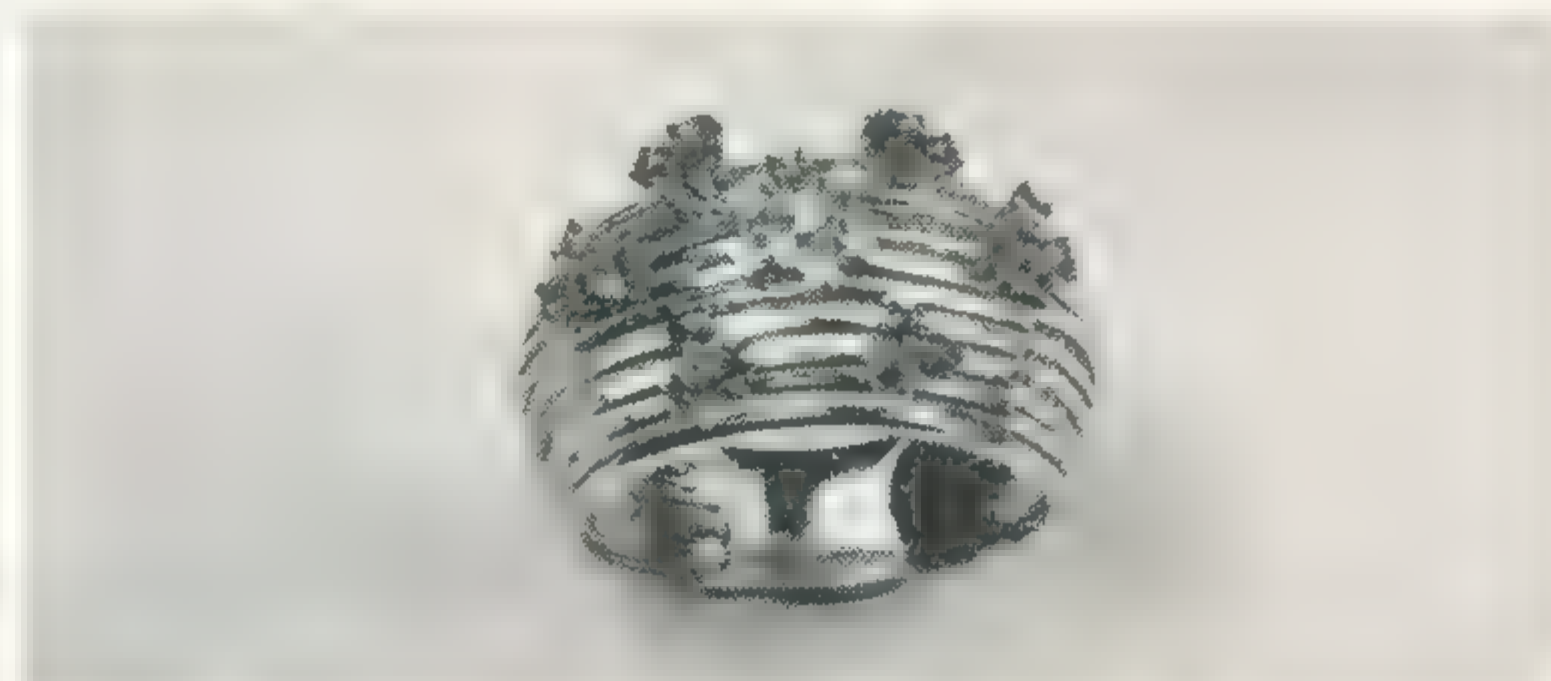
SEND NO MONEY—7 DAYS TRIAL TEST

Send name and address. Pay only \$2.00 on arrival plus C.O.D. postage and tax on guarantee you must be satisfied with first results or return remaining ESOTERICA for money back. Or save money. Send \$2.20 which includes tax and we pay postage. Same guarantee.

MITCHUM COMPANY, Dept. 7-G, PARIS, TENN.
(Canada \$2.25) 557 Pape Ave., Toronto 6, Ont.



SHOP



1

1. Nodding clusters of rubies, sapphires, emeralds, and diamonds, are set flexibly on a many-ribbed 18-k. gold ring. \$140 inc. tax, ppd. Marchal Inc., 745 5th Ave., N. Y. 22.

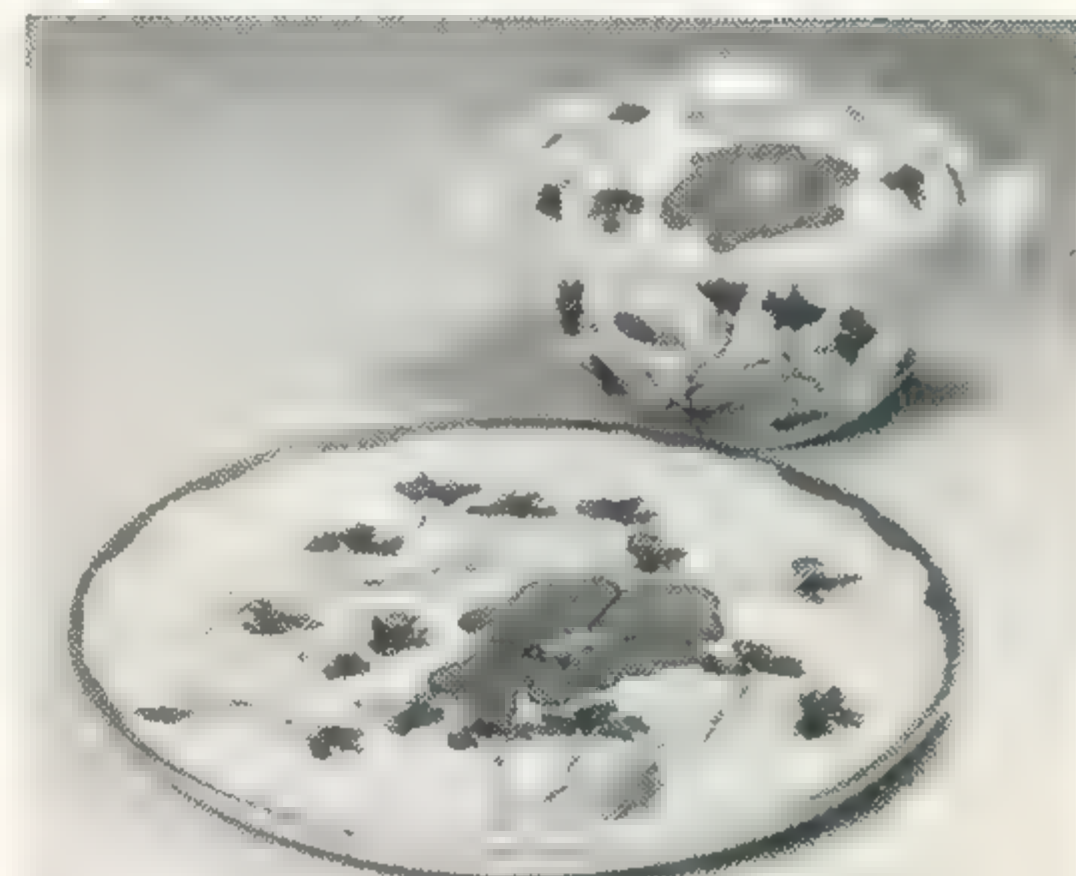
2. An Italian glass bowl, the right size (4 3/4" across, 2 3/4" high) for dessert. Emerald green or mauve, white-lined, \$3.50 ppd. Kenner, 644 Lexington Ave., New York 22.

3. Covering the soup course, Italian covered bowls and plates in white pottery, hand-painted with red and blue poppies. \$18 for six soups; \$13.25 for six plates. Alice Marks, 36 E. 57th St., N. Y. 22.

4. Mock geraniums. A spray of polyethylene geraniums is planted here in a tall, clay flowerpot. Geraniums in white, red, off-pink, or salmon, with pot, \$4.75 ppd. Peb's, Ltd., 146 E. 58th St., N. Y. 22.



2



3

MEIHLMANN



4

The Denihan Special Process Solution
restores wedding dresses to their original condition and keeps them that way for years. Stains and tarnishes are removed; whites are kept white and fabrics crisp.

B. J. Denihan,
215 East 64th St., New York 21.

HOUND

... July—cool and collectible



5. *It's a toss-up*—this white earthenware salad bowl with green, yellow, or turquoise whorls and a wood and reed spiral topper. Eight inches high. \$9.95. At Altman's.

Fifth Ave. at 34th St. N. Y. 16.

6. *Handfuls of pink roses* and polka dots are scattered prettily over these percale sheets and pillowcases. One of each, for a single bed, set \$9.95; one 81 x 108 sheet and two cases, \$12.95. Bournefield, 714 Madison Ave., N. Y. 21.

7. *Turning a new leaf*. Large ceramic salad bowl and small server; in deep green. With them comes a ceramic-handled wooden serving spoon and fork. The set, \$12.75, ppd. East House, 1075 First Ave., New York 22.

PRICES PLUS POSTAGE, UNLESS OTHERWISE NOTED



SHOP HOUND

your best way
to market by mail
—the quick reference
for new ideas
in gifts
and giving



MAKES TEETH WHITE

Are you smile shy? New luster and beauty in 3 minutes.

Are your teeth discolored, dull, unattractive? Then try this marvelous new "dental-cosmetic" for the thrill of your life! You apply **KOPAL** on your teeth, just like the enamel on your nails. Takes only 3 minutes—and presto! Instantly, your teeth are coated with a sparkling white finish that appears so pearl-like and natural—just like a movie-star smile! No wonder beauty editors, thousands of smart women and theatrical people praise **KOPAL** for covering up stains, blemishes, even gold fillings — almost like magic! **KOPAL** is a dentist's formula, completely safe and harmless for natural as well as false teeth. **Guaranteed** radiant results or money back! Economical in use — amazing value. Send only \$3.30 tax inc. for 3-4 months' supply, we pay postage. If C.O.D. you pay postage and charges.

FROSTIE WINTERS
313 East 53 St., Dept. V-7 N. Y. 22, N. Y.

are
you
sensitive?

Is summertime your element?
Does its airier, easier tempo make
everything rosy — make you and your
garden glow? But a rose is a rose; its
complexion is, actually, less tender than many a pretty
feminine skin. For such a skin, there's a special,
all-gentle refresher — **ar-ex** Cream or Spray Deodorant.
Summer, winter, spring or fall, it holds no harsh
or harmful substance to ruffle your composure.
All **ar-ex** cosmetics are hypo-allergenic...
as glamorous as they are safe.

Lazarus
COLUMBUS, OHIO

ar-ex Cream Deodorant \$.60*
ar-ex Spray Deodorant \$1.00*
ar-ex Shampoo \$1.25*

*PLUS FED. EXCISE TAX

**YOUR OLD FUR COAT
INTO NEW CAPE, STOLE.**

FREE! SEND FOR FREE STYLE BOOK—25 NEW STYLES TO CHOOSE FROM! **\$22.95***

Tax Free

I. R. Fox, fur specialist, restyles your old, worn fur coat regardless of condition, into a glamorous new cape or stole. Remodeling service includes cleaning, glazing, repairing, new lining, interlining, monogram. \$22.95 complete. Send no money! Just wrap up your old fur coat, mail it to us now. Send your dress size and height on postcard. Pay postman \$22.95 plus postage when new cape arrives. Or write for free style book.

I. R. Fox, 146 W. 29th St., Dept. M-7, N. Y.
(*Mink & Beaver add'l)

*instant glamour with a
fashion
hair piece*

**TEN STYLE
BRAID \$10.95**

PONY TAIL \$7.95

CHIGNON \$7.95

FIGURE EIGHT \$7.98

**CURL
CLUSTER
\$7.95**

**Platinum or mixed
grey—\$3.25 extra.
Eyelashes \$2.98 per
pair.**

**Fine quality human
hair, sample color
match guaranteed.**

Send generous sample, check or M.O., no C.O.D.'s.

COMPLETE LINE OF WIGS & HAIR GOODS.

Fashion Hair Products

Dept. V-7, 175 Fifth Ave., N. Y. 10, N. Y.



THE GREATEST NAME IN PERFUME

Vogue's eye view of skiing in July



WILLIAM KLEIN

Unfixing fixed ideas about what's in season when—is the idea of this issue of Vogue. In fact, this issue is a conducted tour of that new frontier, the no-season year. The out-of-season buys in terms of travel, the trans-season in terms of fashion (clothes throughout the issue designed to continue to act like fashion, despite weather and air conditioning), the any-season delights of food stocked in from Vogue's new marketing list. As for skiing in July: the kind shown here aims for a never-out-of-season figure—Picas poles are a ski-pole-like exerciser invented by a Spaniard and new to this hemisphere. They need about three minutes of daily animation by you. (The price for Picas poles, \$15: Lord & Taylor.)

Never-out-of-season dressing: new forms

New definition of a fashion pessimist: a woman who packs away her bathing suits in September.

And we can't help feeling that the same tag could belong to the woman who buys new clothes in July without including some to enjoy trans-seasonally. Women who see the trans-season dressing trend for what it's worth in terms of ever-ready fashion looks have a rule of thumb about it: if they can't wear a dress that claims trans-seasonness for at least four months from the moment they buy it, they question the dress, or their own timing. The best never-out-of-season dresses, then, are, first of all, timeless.

Most of the twenty or so shown in this issue are silk, or silky; and as fashion changes or the season does, there are things a woman can do with them. News right now, little diamonds of hat to add (prime jewel, shown at right); a little clatter of black lacquer bamboo bangles, shoes with new colour point. But the X factor that makes a really successful July dress wearable around the clock and calendar is more than what's *added*; what's there in the first place—colour, shape, viewpoint—are the basics. For example:

In the beige dresses, pages 50-51: no two shapes, or beiges, alike—apricot to bisque is the range—but one strongly held feeling about the anti-jinx properties of silky crêpe, year-round.

For summer, the hat range for beige might be: burnt orange, or eggplant velvet; later on, a pillbox of mink or lynx. July, late-day, silk shoes are one thought; blond, brown, or taupe doeskin, several more.

One of the smartest dinner shoes we can think of here might be

cognac satin. Re black: the four pages, starting page 46, are planned to give a woman a change of mind about black, not a change of heart. You don't replace irreplaceables, but you might rearrange them: with longer gloves of black leather, a quick flick of jewels, with an unexpected white organdie cartwheel as simply shaped as a baby's sun hat. Or, with gauzy veiling hats Mme.-Xing the eyes and the complexion. Black *stays*, but for a woman who dotes on black-black-black, yet follows the fashion news cannily, there are the delighting new-viewpoint charms of pale-black, a colour one degree greyer than the darkest-grey you can imagine. How to treat it? See pages 54-55. And you might remember to try chamois-colour gloves; or jet jewellery; or brown shoes; or the new patterned stockings.

As for dresses in pale mauve, pale pink, cream (pages 52-53): if you have always thought of them as fainting away at the approach of November briskness, think of them under furs, with a warming brilliance from velvet hats in wine shade (rosé as well as Burgundy).

Shoe data here: little shells of prune-colour calfskin, fine stripling sandals of chocolate satin, or black or grape-red suède. (Grape-red, incidentally, is a clothes-colour worth exploring trans-seasonally; all the fashion maps for the journey, pages 64-71.)

And to end at the beginning (turn the page for an eye-catcher any time of the day or year)—the new Paisleys are a great, leafy variety, throbbing with colour, spreading themselves on silks as thin as gold leaf.

Beige, brown, plum, purple, gold, blue—the combinations look marvellously rich to the eye, glitteringly attractive when you put your own seal on them. Which might be: A brownish shoe worn by design when black could have been the expected thing; an off-shade red velvet hat. And this memorableness: to wear, under furs, a silky Paisley dress, deeply décolletéd and deeply belted, when the almanac indicates tweeds.

Fashion cincher: a little diamond of a hat. *Right:* Red velvet hat in little-box shape that clothes seem to look happiest under now and in the cool future; a pink linen sheath or Burgundy-red tweeds, both could benefit equally, beautifully. Hat by Lilly Daché. Marvella earrings. Both: Bonwit Teller. Hat, also at Frost Bros.; I. Magnin. Make-up news: a violet-shadowed eye, the colour cinched with mercury touches of a grey pencil, star points of Amarante mascara. Shadow, mascara, and Merveilleux pink lipstick, by Stendhal: Bonwit Teller.





PAISLEY answer service — continuous



Paisley . . . the perpetual-motion part of a wardrobe, based on the theory that it never fails to be never-out-of-season. *Opposite:* Taupey brown and beige Paisley silk, with these working for it: tawny beads, a moss-green velveteen diamond of hat. Dress (separates, actually) by Sport-whirl; about \$35. Marvella jewellery; Sally V hat. All, at Peck & Peck. Dress, also ready at Neiman-Marcus; Joseph Magnin. The amber-toned lipstick: Porcelain Sand, a glacé by Juliette Marglen. *This page, above:* Cotton surah separates joined by Paisley. The latter, blue and black. By Dorothy Korby; together, about \$25. At Peck & Peck; Joseph Magnin. *Left:* Wine-red Paisley cotton dress with the wide kind of collar that isn't called "portrait" for nothing. Other perceptible blandishments: the little waist, the big skirt, the price tag—about \$25. By Minx Modes in junior sizes, in an Everglaze cotton. At Jay Thorpe; Marshall Field.







PAISLEY answer service—further data


Opposite: Chiffon in a blaze of Paisley—gold, green, orange—for the day (365 to choose from) that gets off to a fairly late start. To add on your own: a round red velvet pillbox, lipstick that takes its beat from the Paisley colours—is, in fact, called Golden Orange and comes in a brand-new sort of case (details, page 25). By Max Factor. Dress, of Onondaga silk chiffon; about \$100. Miss Bergdorf of Bergdorf Goodman; Hutzler's; I. Magnin. Marvella earrings, Madcaps hat: Bergdorf Goodman. *This page, above:* How a navy-blue linen skirt might get a new lease on fashion-life now—turquoise Paisley shirt, getting its new lease by the skip-a-button treatment. By Macshore Classics, of cotton sateen; \$7. Franklin Simon; L. S. Ayres. *Right:* Wine-red silk Paisley with a pre-Raphaelite prettiness—cool neckline, loose sleeves, gentle skirt. By Donald Brooks for Townley, about \$80. Lord & Taylor; I. Magnin. The hat, borrowed from the opposite page, worn like a pat on the head.





BLACK

dresses—
never out of season

A black and white fashion photograph of a woman in a black dress and long gloves, posing dramatically. She is wearing a black silk crêpe dress with a unique two-piece design where the top blouses away from the belt at the back. She is also wearing long black leather gloves, a large net hat, and sling sandals. The background is a plain, light color.

Like diamonds or great furs, black doesn't go "out." What does happen sometimes in fashion—as here—black dresses come through so ravishingly that women find living without them as unthinkable as living without compliments.

Left: Black with the kind of self-possession that some well-cut black dresses display on sight—a tunic to wear with long black leather gloves, the Hat (here in a velvet-black), earrings. By Ben Barrack; in silk faille, \$70. At Bendel's Young-Timers; Marshall Field; Famous-Barr. French leather gloves, at Henri Bendel.

Right: Black silk crêpe dress that goes about looking two-piece ingeniously—the top blouses away from the belt at back. The gloves again, sling sandals, a Lilly Daché net hat cartwheeling hugely over everything. Dress by A. Goodman, about \$70. Best & Co.; Dayton's; Famous-Barr. The shoes by Newton Elkin.



Never-out-of-season BLACK

Left: One of those beautiful, beautifying dresses that started the little-black-dress label in the first place—black silk crêpe, a triumph of cutting out the unessential. To carry that good practice one step further, nothing's added but a sheer white organdie hat, crushed-down gloves, and pearls at the ears. Dress, about \$70. At Miss Bergdorf of Bergdorf Goodman; Wm. H. Block; The May Co., Los Angeles. Gloves by Kislav. John Frederics hat. Newton Elkin shoes.

Right: A black dinner-theatre-dancing dress we might call useful if there weren't a dozen adjectives making a bid—dazzly, among them; particularly for the woman with such a faultless complexion it's a shame to keep it under wraps. Dress by Lee Claire, in Chardon-Marché crêpe of Avisco rayon and Celanese acetate. About \$50 at Saks Fifth Avenue; Julius Garfinckel; L. S. Ayres. Lilly Daché excuse-for-a-hat—white net hood, with black satin bows clipped on top.



PALE crêpe dress— breather for black

You don't replace black in fashion (or pearls, or furs, or cashmere sweaters), but you can, with astonishingly pretty results, give black that notable fashion tonic—a breather. Six pages of ways here, beginning with beige. Summer prerequisites for beige are a confirmed sun tan, or an intentional fairness; a stock of smallish velvet hats; brownish shoes. Later prop: a little black coat. *Near right:* Mirrored close-up of the kind of beige dress that proves that a good time to start wearing beige is anytime. Pale-beige silk crêpe like this is marvellously jewel-able in later hours, later months, is worn here with a darker beige velvet turban, off-white gloves. By Talmack, about \$125. Saks Fifth Avenue; Halle Bros. *Centre:* Bell-sleeved apricot-beige that's like discovering a new fashion continent—or a particularly fortunate face powder. Velvet hat is black. Shoes are camel shade with no actual colour relation to apricot-beige, but everything in common. By Mollie Parnis, in rayon-and-acetate crêpe, about \$110. Saks Fifth Avenue; Hutzler's. *Far right:* A profile of a bisque crêpe shirt reflected at a walk in the mirror—two views out of about a dozen we can think of, offhand, for a dress like this. Hat is black-grey, shoes are pitch brown. Dress by Herbert Sondheim, in rayon-and-acetate crêpe, about \$70. Saks Fifth Avenue; Harzfeld's; Meier & Frank. All hats: Lilly Daché.





Black-dress substitutes—

PALE-COLOUR simples

The black dress in a colour is the answer for the woman who's looked into the black question thoroughly and knows that a good many of the same rules apply: a perfected make-up, some kind of small slick point of news (the hats here, to note), shoes not necessarily black.

Opposite page: Left, the black dress in a degree of pinkness that finds itself in black-dress situations increasingly as the months go by. In October (or January) pink and mink make a pleasantly wow scheme. The hat is a four-faceted velveteen ruby box. By Sally V. Right, a creamy crêpe dress that flies along on shirt power and a flattering amount of décolletage. The Madcaps pillbox is cream-coloured velvet—instead of black. Both dresses by Hannah Troy, in Chardon-Marché crêpe of Avisco rayon and Celanese acetate. Each about \$90. At Saks Fifth Avenue; Hutzler's; Julius Garfinckel.

This page: Silk shirt dress with a pleasant disregard for any colour rules but new ones—mauve worn with a plum velveteen hat, a pale-brown handbag. The silk is habutai which means it's Japanese, faintly satiny. By Maria Krum, about \$145: Saks Fifth Avenue; L. S. Ayres. Lipstick answer for pale-colour dresses: High Light by Antoine.







New form of black— PALE BLACK

Pale black, pitch grey—however you look at it, the idea means a distraction from black-forever, and a new colour medium to work in. This is the place for the chamois glove, the plum-red shoe (Renaissance is a term you'll be hearing re colour), the brilliant wool coat that you thought might have used up its devastating phases.

Opposite page: Far left and reflected in the mirror, pale-black silk tussah dress worn here—around drinks-and-dinner time, obviously—with a plateau-ish jet black velvet pillbox, brief white gloves, and a cool minimum of jewels. The shoes might be a glazed cordovan colour, not red and not black. Dress by H. Charles, about \$145.

Near left, silk tussah again with a definite shapeliness, a definite off-blackness that is as right now as off-white was before you tore the page off the calendar the last time. Black velvet pillbox (it might have been a wine velvet), jet beads, white gloves. Dress by H. Charles, about \$145.

This page: Long-jacketed suit of jet-grey silk tussah given the virtuoso treatment—blond velvet hat, pearl and jet beads, black suède shoes that show all the stocking they can. Four months from now: blond brocade hat, sandals of cognac suède. Dress by Couture Int'l. About \$160.

Both pages: Dresses at Saks Fifth Avenue; Sakowitz; Frederick & Nelson. The jet-bead jewellery by Eisenberg, and the Madcaps hats, all also at Saks Fifth Avenue.



PEOPLE ARE TALKING ABOUT . . .

PEOPLE ARE TALKING ABOUT . . . The swell of interest in African affairs, particularly about Nigeria, Ghana, and several others slowly, but inevitably, edging into world spotlight. . . . Jamin, the great French trotting horse, arriving this month in this country for the special International Race at Roosevelt Raceway on August 1; owned by Madame Orly-Roederer, head of Louis Roederer Champagne, Jamin loves artichokes, prefers to wear ear muffs when racing as crowd noises bother him. . . . Carol Burnett, a freshly talented girl who seizes the stage in the new, slight musical, *Once Upon a Mattress*, and never lets go, clinging wildly to the fun of the lyrics and music of "Swamps of Home." . . . An entertaining record, "Holiday for Harp," vibrant and balanced, with Daphne Hellman on harp, Jim Stutz on bass, and Parker Hill on guitar. . . . The May Sarton book, *I Knew a Phoenix*, one of the loveliest of the year; its sketches are passionate in their detail and so expansive in feeling, but not too expansive, that they could only have been written about a world learned and remembered in love.

PEOPLE ARE TALKING ABOUT . . . This brief announcement in *Variety* under the heading Marriages: "Elizabeth Taylor to Eddie Fisher, Las Vegas. Bride's the actress; he's a singer." . . . The new, smart gathering place for the young in Paris—the vast, luminous drugstore, near the Étoile, which includes among its specialties banana splits, theatre tickets, art books, ice-cream sodas, whisky, a sea-food bar for sea urchins, a hairdresser, and a barbershop where Jean Pierre Aumont and Claude Dauphin have their hair cut. . . . Fake book jackets with such titles as *Ten Magic Steps to Failure*, *How to Lose Gracefully at Russian Roulette*, and *Keep the Home Fires Burning or Arson Self-Taught*.

PEOPLE ARE TALKING ABOUT . . . The record, *Salvatore Baccaloni Sings Popular Italian Songs*, melodic and full-hearted. . . . Robert Lowell and his new book, *Life Studies*, in which he touches off his emotions cleanly, concretely, telling generously intimate poems with simplicity, always responsive to the sharp corners of his experience: "I saw myself as a young newt,/ neurasthenic, scarlet/ and wild in the wild coffee-colored water." . . . The great Paris success of the young sculptor, Cézair, a short, thin, amusing man whose works are new and in a sense a translation of Dubuffet's paintings into metal.

PEOPLE ARE TALKING ABOUT . . . The adult charms of delightfully dressed, sophisticated, intellectually interesting young men on television who are private detectives, not private eyes, men who never jump in a heap, but rather in a convertible. . . . Alan King, whose monologues, only slightly exasperated, are extraordinarily funny. . . . The beauty of *Japan; Ancient Buddhist Painting*, an enormous book, almost twenty inches long, with thirty-two colour plates. . . . The convolutions of young slang: "What's hounds?" meaning "What's new?" and "snackle-snackle" long for "ha-ha."

THE 30 MILLION RECORD BOYS

Jerry Leiber, bouncy, wordy, and uncertain, and Mike Stoller, bearded and shy, are a song-writing team who at twenty-six have had, in two years, twelve hits, eleven of them selling more than a million each, with the total of their raucous records some thirty million. Two of their latest hits are "Kansas City" with a catching, clackety rhythm by Stoller and a rather dull lyric by Leiber, and "Along Came Jones," a spirited, amusing comment on television with the melody thoroughly Western. Oddly enough the duller of the two songs is the bigger hit. In the business, the boys are known to be talented in every song category, moving easily from country and blues to that vague category, Pop, which is really a sweep-up term for any song that defies categorizing. No matter which category, the words fit the music with a hard collision. When Elvis Presley recorded their song, "Hound Dog," the Dog and Presley flew to higher fame. After Presley, who had done some more Leiber-Stoller songs, left for the Army, the boys organized a small, unknown group, The Coasters; gave them "Yakety Yak," "Searching," and particularly the jouncy "Charlie Brown" which reached out to an older audience and became a smash not only in this country but in England. Then Edith Piaf recorded it in France; even in French there is instant recognition of the adolescent in Charles, "Who walks in the classroom, cool and slow?/ Who calls the English teacher Daddy-O?" Leiber's lyrics, in which no one yearns for anyone, hint of jovial disaster—they are slangy fun talk rather than sweet talk. Since Stoller and Leiber met at Los Angeles City College, they have been writing together. Now, both are married, live in New York, Stoller downtown in a brownstone house, Leiber uptown in a brownstone house. Both have two pianos apiece.



WORDS AND MUSIC BY
JERRY LEIBER
MIKE STOLLER

Sports figures in action
...three American heroes —
Willie Mays, Stan Musial,
and Archie Moore —
in some jumping poetry
and motion pictures

From Mays to Moore to Musial is the triple play here of Jonathan Williams, a young poet; and Fielding Dawson, a young artist, both of whom take an irreverent look at what to many are earth-shaking events. Basing his poems on news items, Williams tells three quick stories here: Willie "Say-Hey" Mays batting in the 1954 World Series; the comments of Archie "The Ancient One" Moore directly after his 1955 Light Heavyweight Championship match with Carl "Bobo" Olson; Stan "The Man" Musial hitting his 3,000th in 1958. Lower-casing, zigzag spacing, the poet follows his amusing swipes at the inflated language of poetry and the ritualistic lingo of the sports world with abrupt matter-of-factness. Dawson, whose darting drawings catch the whole arc of a gesture like an animated flip book condensed to one page, has illustrated the poems. With twenty-two others, they will be presented by Mr. Williams, the publisher of *Jargon Books*, in *The Empire Finals at Verona*, a book about "sports, sex, no-goodniks, and celebrations."



tis ominous October,
 ah, ashen, and
 sere, and
all the old tellurian bull:

 a world series; Ceres, also sere, seriously; a
 copy of the *Menschheitsdämmerung*;

 and a fall-out (a serene rain: *serein*, you shld
 call it)

 ((its ash more red than the Mountain Ash...))

who totes more potent lumber, than in the hand of,
 Say-Hey, a
.so to speak, Giant— a scient-
 ist,
 Ja?

a long drive—

 the walls come, bumbling,

down...

 Atomica Bombica, abi
gezunt



Off For a MUSE offire

(Materia Poetica for Musial's #3000)

Date: Tuesday, May 13, 1958— a day previously memorable in history for the birth of Joe Louis (1914), the Empress Maria Theresa (1717), and the beheading of Johan Van Olden Barnveldt (1619)

Place: Wrigley Field, Chicago, Illinois

Time: 3:06 pm; warm & sunny; breeze, steady, right to left

Attendance: 5,692 paid

Situation: top of the 6th; Cardinals trailing the Cubs, 3-1; one out; Gene Green on 2nd

Public Address: "Batting for Jones, #6, Stan Musial

..... The Muse muscles up; Stan the Man stands in ...and
O, Hosanna, Hosanna, Ozanna's boy, Moe Drabowsky comes in

2 and 2

"a curve ball, outside corner, higher
than intended."

"I figured he'd hit it in the ground."

("it felt fine.")

a line shot to left, down the line,
rolling deep for a double

("it felt fine.")

Say, Stan, how's it feel to hit 3000?
It feels fine.



(for Archie Moore, on TV, after Olson)

... at 1:19 of the 3rd—
the winner

and still

Champion

of the World!

busy very busy, coming in ...: "i set him up with a couple jabs
and,

he was right *there*; then,
i hit him with a double righthand, i caught him with a left
hook ...

whip/whap,
that's it

gloves cut off, ready to cut out, pocket
comb going flip, 30 seconds later:

"yes, man, a nice fighter; yes
he shook me once; yes, a left (i was
moving by then tho); yes, slow canvas, man; yes,
Rocky next. why'd i stare at him, man? why, man,

'the eyes are
the mirrors of the soul,' man"



The real Gypsy Rose Lee with her mother, 1918

“GYPSY”

A new musical on
the rise of a stripper

Gypsy Rose Lee in burlesque when she
stripped by plucking off rose petals, 1933



Ethel Merman with Karen Moore as baby Gypsy and Mother, 1959

In this amusing, sometimes horrifying, musical based hazily on the actual life of Gypsy Rose Lee who had been conned to reluctant stardom as the highest paid burlesque stripper (mocking sex) of the thirties by her formidable mother, Ethel Merman plays that mother, a woman who alone had the push of a crowd. Sometimes the show is magic, sometimes it stands becalmed on stage. When the magic takes over, Miss Merman sings like a bugle, three strippers do "You Gotta Have a Gimmick," and twenty-year-old, adorable Sandra Church, sweet as a lily of the valley, drops just one strap of her black, simple evening dress, and clutches the curtain to hide her naked shoulder. Propping the book by Arthur Laurents are the Jule Styne score, a serviceable kitchen-china score, the attractive Sondheim lyrics, the remarkable Jerome Robbins direction, and the Mielziner sets, extraordinarily beautiful at times or else deliberately awful. But the guts of *Gypsy* is Merman, just as the unconquerable force behind Gypsy Rose Lee and her sister, June Havoc, was their sweet-faced terror of a mother, Mrs. Hovick. Her two daughters, plus their fame as stars, have, in a certain sense, been living partially off their memoirs of "Life with Mother." Gypsy did it first in her laughing book, *Gypsy*, and now June has remembered those dreadful days in *Early Havoc*, a book that makes this musical seem something like a memory of idyllic days.

Sandra Church as Gypsy, a radiant, slightly modest, stripper





Kim Novak

...in plungy white crêpe, because, she said, it's "designed for women as they should look." A blond startler in the unbeatable tradition of Hollywood blondes, Miss Novak is playing now in the September Chayefsky romance, *Middle of the Night*, for which she won one plum before the movie cameras stopped—Local 52 of the screen employees' union made her one of two honorary members. The other is Elia Kazan. (Dress by Ceil Chapman; at Bergdorf Goodman.)



Millie Perkins

...in star clothes: chiffon, pearls, and a star-reef of veiling for the astonishing Perkins eyes. Although she is famous now for the schoolgirl-drab look in the movie, *The Diary of Anne Frank*, she began her career as a Vogue model. Sally Victor made the hat, a radiant cousin of earlier Victor straw shapes, cousin in spirit of the Paris veil hats—one shown in Vogue, March 1.



California clothes rush

The prospect here—
8 pages of clothes, all
in grape-red colours

The clothes on these and the next pages, all from California where a group of designers—some native Californians, some transplanted by a go-West exodus from New York—are producing distinctive fashions that are shown, sold, worn, all over America. These clothes, all in purply reds that range from pale rosé to deep Burgundy, cover—among them—all of the hours of a late-summer or autumn day.

Left: One of the smart '59ers on the suit scene now—wool tweed in two shades of grape-colour, with a certain waistiness accented by hip pockets. By Couture Int'l., of Anglo tweed; about \$160 at Lord & Taylor; Frost Bros.; I. Magnin. Velvet hat by Emme. Gloves: Kislav. Grape-tinged lipstick: Really Pink, by Dorothy Gray. *Right:* Grape-red dress suffused with grape-pink and the right attitude about what a short evening dress should be: cleverly pretty, enchantingly dance-worthy. By Werlé, of Onondaga moiré jacquard silk. About \$235. Lord & Taylor; Bramson's. *For shops in other cities, see page 26.*





Grape-red, here, for two times of day—both, planted with a patterning of flowers. *Left:* Late-day, little dinner dress of red and black silk brocade. Prettiments: a receding neckline, a skirt fishtailed by pleats. By Helga; about \$190. Lord & Taylor; I. Magnin. *Below:* Never-out-of-season suit—autumn flowers, printed in deep red on a grey worsted tweed jacket and skirt, this attached to a red worsted jersey top. By Mancini, with Keybak interfacing; about \$50. Saks Fifth Avenue; Meier & Frank. Sally Victor hat.

For shops in other cities, see page 26.



For day and after-day, two more dresses in colours with vineyard background. *Left:* Dinner dress of silk ottoman, warp-printed in grape-red tones. By Georgia Bullock, of Onondaga fabric; about \$110 at Lord & Taylor; Sakowitz; I. Magnin. *Below:* Autumn walking dress in red and black tweed, knitted of wool-and-mohair; the front, buttoned. By Pat Premo; about \$55 at Lord & Taylor; Sakowitz; Meier & Frank. Velvet hat by Sally V. Lederer handbag. Andrew Geller shoes.




Noted here: the sense of theatre (*and dinner, and dancing*) in grapey silks. *Below:* Silk chiffon dress, news for kimono cutting, the unexpectedness of grape-red. By Nan Goodman, about \$290. Dress and Belle-Sharmeers stockings at Lord & Taylor. Dress, also at Bramson's. Shoes by Andrew Geller. *Right:* Silk dress, the skirt narrowed in tier-drops. By Charles Cooper, in Couleur fabric, about \$90. Lord & Taylor; Harzfeld's; Hudson's; Sakowitz.



Grape again, in two smart versions that could set a fashion life on course trans-season. *Below:* Summer-anywhere suit of black-twigged grape cotton plaid; the dress is sleeveless. By California Girl, in Galey & Lord cotton, about \$35. Junior sizes. At Bonwit Teller; Hudson's; I. Magnin. John Fredericks black velvet beret. Lederer handbag. Palizzio shoes. *Right:* Deep red crêpe dress, mildly décolleté, smartly dinner-y. By Dorothy O'Hara, of Enka rayon and acetate, about \$55. Arnold Constable; Joseph Horne; I. Magnin.





Grape preview, here, of the day you flick off the air conditioner.
Left: How to spot the suit that gets around—it's measurable in terms of more fashion than ounces. This, thin red-and-black flannel, self-bloused. By Nob Hill; Forstmann wool; about \$110. Sally Victor hat.
Below: Red-grape jersey with new-dress softness. By Addie Masters; Sag-No-Mor worsted; about \$55. Dress, suit: Lord & Taylor; Woodward & Lothrop; Vandervoort's. Dress, I. Magnin. Mr. John hat.

Grapevine news: undercoat wools wrapping up the grape-gamut—pink to red-wine. *Below:* Thin worsted challis—the kind of undercoat dress that doesn't need a go-ahead signal from a coat. This, a depth of pinks and reds, bloused above a pink suède belt. By Marjorie Michael; about \$70. Lord & Taylor; Frost Bros.; I. Magnin. Walter Florell pillbox. *Right:* Black and Burgundy stripes with a telling amount of sleeve, of belt. By De De Johnson, in matelassé wool jersey; about \$60. At Rosette Pennington; Frost Bros. The red and white beads, by Trifari. Burgundy-coloured velvet fez, by Sally Victor.



A plea for

EDITOR'S NOTE: *Marya Mannes is a handsome, talented woman of innumerable opinions who usually writes factual articles and criticism of television and radio for The Reporter. Carefully researched, precisely and accurately written, these articles won her the George Polk Memorial Award for outstanding magazine reporting. This year because of the enormous interest in her two books, More in Anger and Subverse, she appeared often on television, particularly "The Last Word," "Open Mind," and "The Jack Paar Show" which led WNEW-TV in New York to give her her own show, "I Speak for Myself," Sunday nights at nine. A former Vogue editor who still writes for the magazine, Miss Mannes (married and with a son in college) demonstrates on her own program the pleasure of disciplined talk—no rambles into thickets of garrulity.*

In an age where the lowered eyelid is merely a sign of fatigue, the delicate game of love is pining away. This observation may, of course, be traced to the age of the writer and countered by an army of women under forty who find, in this country of youth, no such decline in the practice of flirtation.

But I doubt it. While so much of our life is confined to halfway measures (the middle-of-the-road is the security zone), love is the exception. A man and a woman are either in love or just friends. And this, I think, is a very great pity. For I remember from earlier years, as I know from present experience abroad, a highly stimulating area between these extremes in which the presence of sex in conversation can be a pleasure in itself, making a man feel more of a man and a woman more of a woman without requiring either mating or marriage. It can, in fact, be enjoyed by those happily married to others, by those maintaining, for whatever reason, a single state, and by those with dishonourable intentions. Flirtation is merely an expression of considered desire coupled with an admission of its impracticability. "I think you are very attractive," say the eyes of man to the eyes of woman, "and it would be nice if we could. But you know and I know we can't."

"If we were on a desert island together," say the eyes of woman to the eyes of man, "we could have a very pleasant time." In a good flirtation these semaphores are never translated into words. In fact, they may be waved back and forth during a conversation on theatre, pink-foot geese, or skin-diving, though talk of the stock market might prove too competitive. (Money is not an aphrodisiac: the desire it may kindle in the female eye is more for the cash than the carrier.)

But if it is indeed true that these passages of arms and eyes are increasingly rare in our social life today, what are

the reasons? We can eliminate those groups in which flirtation never flourished, and one of them is what we are now allowed to call "the lower economic bracket." They want what they want when they want it, and that's about it. And if we are to believe the dialogue of Paddy Chayefsky and other tape-recorder writers, words are out of the picture. Or rather, they come singly and painfully between man and woman as they shuffle toward a disordered bed. Not for them the time or the taste for sweet nothings; or the vocabulary.

And what of the middle bracket of our people, the happy suburbans? Well, it's hard to flirt with the kiddies underfoot, and if one is to believe what one reads about life in Oakwood, adults are never alone until after their third Martini, when lunges towards the neighbour's wife come under the heading of euphoria rather than flirtation. Alcohol, no matter where, precipitates the behaviour which a controlled flirtation would evade. You can't be tight and tentative.

And what of the leisured people, the upper bracket, the intellectuals? Well, I would cancel out the contemporary intellectuals in our society: a great many seem to think that a free spirit and social graces are incompatible, and they find the frivolity of a compliment beneath them. I think also that Freud and flirtation are poor companions, for a search for meanings can spoil a lot of fun.

So now we come to the last rampart, the arbiters, the travelled, the sophisticated. We are not talking here of the young in search of marriage: their flirtations have deadly purpose. We are talking of those ostensibly stabilized, if not trapped.

Well, I have been to a legion of dinners with people like these and I find the pattern between men and women something like this: if the man you sit next to is an old friend, familiarity precludes flirtation; you talk of friends or weekend traffic. You can't be both cosy and curious, and curiosity is a major ingredient in flirtation. If the man you sit next to is an old beau who still finds you attractive, he will usually be too fond of your husband and too afraid of his wife to say so. Affection for the mates of others is the Great Neutralizer.

If the man you sit next to is a stranger—presumably the ideal beginning—you have three problems as a woman. If you try to entertain him he is inclined to think you are either garrulous or aggressive. If you wait for him to entertain you, the woman on his other side will grab him. And if you betray any interest in him as a man, panic will seize him (watch out for this woman). Your neighbour may be masterful on the golf course, but the fairways of flirtation are for him a terrain of hazards for which he is not equipped. More pro-

BY MARYA MANNES

flirtation

foundly, what generic love of women and interest in women he may once have had has been long since overlaid by paper work: he has forgotten how to talk to women unless they are secretaries.

Unlike Europeans, then, our American man is more relieved than dismayed when the host bears him off to the company of men after dinner, and the women are segregated, spending together what seems to be the balance of the night. I find this a barbarous custom and virtually the death of a party. For whatever mood was established during cocktails and dinner is never recaptured after the sexes, at long last, are rejoined. The male eyes are on the wrist watch, the female eyes on their husbands, and the only semaphores waved spell "Let's go home."

Cocktail parties—particularly large ones—are better for flirting, although hostesses have a compulsive genius for discouraging its development. No sooner have you established some contact with your partner's eye and mind, than she pulls you away to meet a couple who are welded to each other by timidity as well as marriage. There is nothing more annoying, in fact, to the average hostess, than an unmated couple enjoying each other's company.

Now, travel used to be a magnificent field for flirtation and, in other parts of the world, still is. It is possible, if not inevitable, to play this game of attraction on a train or plane crossing the boundaries of Europe and carrying men of curiosity and courage; but something strange has happened to that former cradle of flirtation, the ocean liner.

Pick-ups, yes. You have only to stand at the rail of a ship alone for a while to have some man inch up alongside and break the silence. But always the wrong man, in the wrong cap, with the wrong voice. Why? Because the attractive man, the desirable man, the right man, is in mortal terror of speaking to—or being spoken to by—the wrong woman. So, plunged in a book in remote deck chair behind a stanchion, or holed in his cabin till the last day, he keeps himself inviolate. Now this, of course, is not always the case. He may quite possibly engage in flirtation with a woman who is the wrong one merely because she is not yourself. (You call her The Obvious Type: lays it on with a trowel.)

But I think that women on the prow have spoiled the gentle sport, and every ship is full of them looking for the single men who aren't there, or who have better prospects in port. And how is a poor man to know these days whether flirtation is a game without a goal or a strategy for life? The acquisitive intensity of American women who interpret a gallant compliment as a proposal of marriage is not only the

dismay of European men but possibly the greatest single inhibitor of the instinct towards flirtation in all the men she meets.

So much for boats. As for rolling stock, since the American train has given up providing even the minimal comforts, it can hardly be expected to service flirtation. Men use parlor cars to catch up on work and bar cars to catch up on drink, and as for the dining-car, eyes that are riveted on lurching coffee are hardly free to drown in the gaze of others. Besides, who rides in trains these days except commuters or those grounded by weather—hardly amorous conditions?

And what of the airplane? Having sat in a window-seat for thousands of miles over this glorious land, I can only testify that the neighbouring seat is occupied by a woman or not at all. Nothing seems to strike terror in the American male like a seat next to a female: he will avoid it at all costs. Why? Because he thinks he will be talked at, and because he finds the talk of most women deadly. This I understand, with a certain sympathy. For in a plane he is stuck for the duration; he can not move away. And the tragedy is that the faster we go the more we are trapped. In the older and slower planes of the past—the Flying Boat of the forties, the Stratocruiser of the early fifties—there were places for meeting and ways to change seats, and I remember, wistfully, several trips across the sea when the company of strange men provided exhilaration without risk.

But now there is nothing but the sterile seat-plan of the jet-borne capsule and the cowardice of men who will not trade the *Reader's Digest* or *Business Week* for the brief knowledge of a strange woman. Who knows, she might be even more fun?

At this point, I am forced to admit that the average American male air traveller rarely compels curiosity. He is rather grey, inside and out, and he wears his clothes and his hat without any masculine dash. They are coverings, not statements. If he is old, his face is either hard-bitten or baby-soft, and if he is younger, he has no definite face at all: rather, an arrangement of features blurred to anonymity by adjustment. What's more, such men never look at a woman directly, although they study measurements. Such is our culture, in fact, that woman is not the sum of her dimensions, but her dimensions are the sum of woman. The nature of woman, the mind of woman, the spirit of woman—these, to most of our men, are irrelevancies. And when only the attributes of physical youth are able to arouse interest in a man, the value of a woman at any age lies undiscovered. Mature men know this. Grown-up adolescents don't. And it is they who form the enormous market for sex-magazines, (Continued on page 115)



1928: As Mrs. Harrison Williams, photographed by Steichen

Beauty—continuing: Countess Bismarck

Her extraordinary good looks,
as recorded by
three decades of pages from *Vogue*

Socrates described beauty as “a short-lived tyranny.” But the beauty of the woman shown on these four pages, Countess Edward von Bismarck, appears to refute him. Short-lived? *Vogue* published the photograph of her at left in 1928—when, as the young Mrs. Harrison Williams, she was already, according to the caption, “very well known . . . for her chic and great beauty.” The photograph, equally ravishing, on page 77, was taken this past year. The extraordinary aquamarine eyes still dominate a face of almost flawless perfection. “With the years,” Cecil Beaton, a devoted friend, wrote recently, “an exotic but classic bone structure has become more pronounced, giving her the strange beauty of an Egyptian cat. Yet there is nothing cold, nothing remote or hard in the expression . . .”. Another friend described her as “human and warm—a wonderful listener; even the dullest person blossoms out in her presence because she is sincerely interested in people.”

This, and many other interests, have undoubtedly helped to keep her beauty unfading. At her villa, Il Fortuno, in Capri, where she and the Count now spend much of their time, she devotes four or five energetic hours a day to a lifelong passion, gardening—in gardens kept verdant by water brought especially from the mainland. (Her country place on Long Island was known for its greenhouses, which also supplied flowers for her New York town house on Fifth Avenue; at the famous party she gave there every year on Christmas night, there was a bunch of fresh violets at each guest’s place.) At Capri, she also swims vigorously and expertly, reads, does needlework. Known for her unerring taste, she has had a series of exquisite drawing rooms, in New York, Paris, Palm Beach, et al.—among them one of the first all-white drawing rooms in America. For years, a cherished adjunct of these rooms was a small mongrel terrier named Micky, to whom she was devoted, and who appears in several of these photographs. Her devotion was unshaken by the fact that she couldn’t take Micky with her when she went to friends’ houses. He bit.



1930: Painted by Bernard Boutet de Monvel



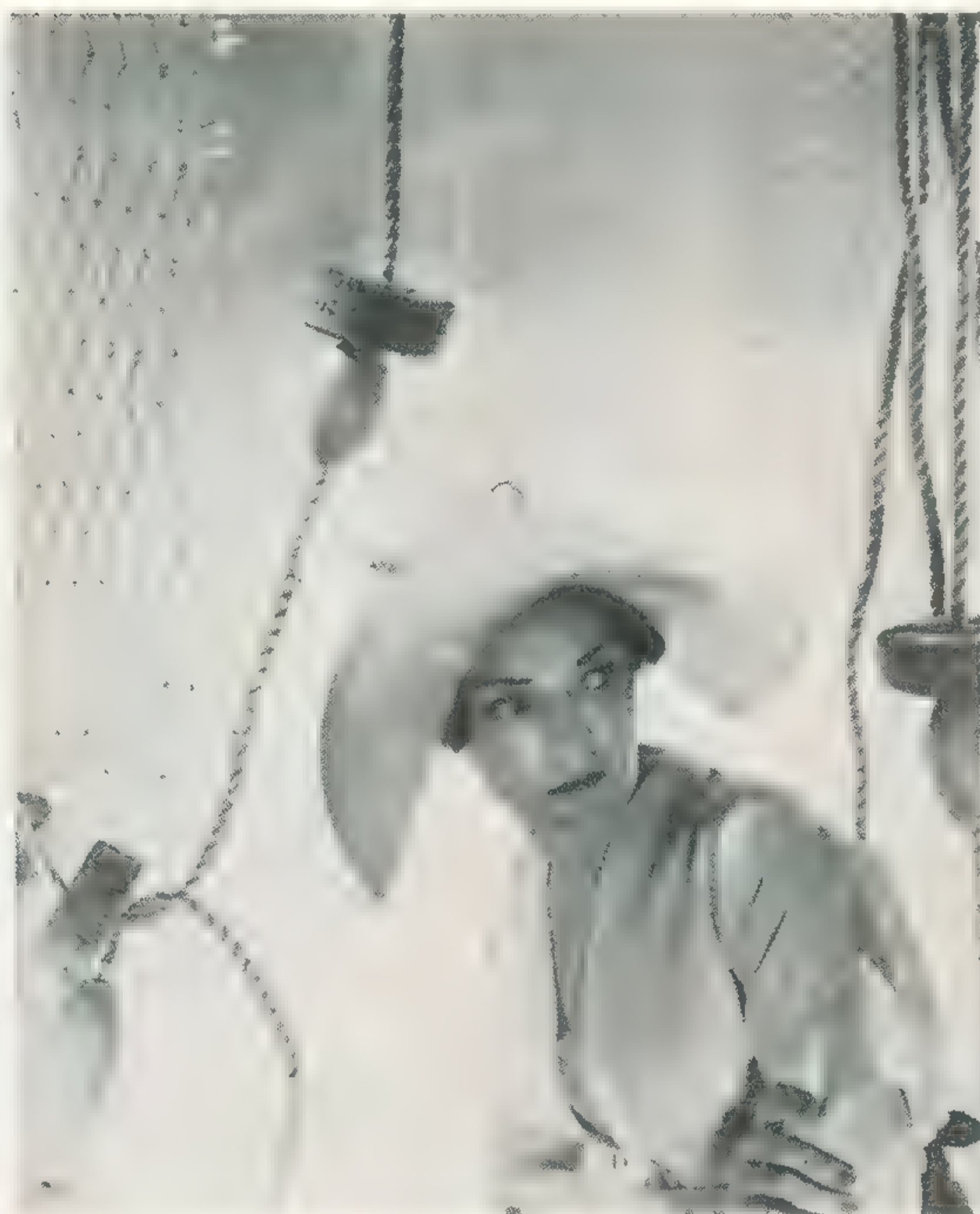
1933: Photographed by Steichen at her house in New York. On the chair: Micky.



1933: Shown by Beaton with her Sorin portrait



1933: Chanel costume, Hoyningen-Huené photograph



1934: Beaton photograph, in beach costume



1934: With the Marquise de Paris; by Huené

1935: With water lilies, in *Beaton's Scrapbook*



1936: Snapped at a party at the St. Regis



1936: Beaton photographed her with Micky





1937: Photographed by Beaton at her villa in Capri, wearing shorts



1938: Beaton again; a pensive colour photograph



1940: Serving on committee for a French charity



1941: Photographed, with lilies, by Horst



1945: Photograph by Rawlings in a Chanel suit



1948: Photographed by Beaton in beige, pearls



1948: Photographed by Beaton in black chiffon



1951: As a black cat at a ball in Paris



1954: Boating at Capri, photographed by Beaton



1956: As Countess Bismarck, photographed by Beaton at Capri

1958: Beautiful as always; shown by Beaton in her Paris flat



Countess Bismarck *continued*

Sounding simply

“**A**lienation of affections begins with the first harsh sound in a voice.” . . . At its smooth-rolling, sweet-talking zenith, this is the philosophy of Dr. Simon Mitchneck, a speech wizard and linguist whose demonstrated aim is alleviating ills of the voice. In the past fifteen years, he has re-structured famous voices in Hollywood, on Broadway. For Chinese actors he neatly scalpels away Chinese accents; for corn-bred Americans he supplies non-bogus elements of grace and polish—or, if necessary, Chinese accents. (Interestingly, some of the best American sounds come from Southern voices—with the accent dimmed or completely removed.) When a voice is attractively heart-warming to begin with—say the voice of Charles Boyer circa *Arch of Triumph*—Dr. Mitchneck can rev it up to new thrills of clarity and high fidelity.

And, in the case of at least one star, Geraldine Page, he has almost switched identities. Miss Page—a powerful actress who suffered from a small ungainly voice—speaks this season on Broadway in a voice deep and rich with allure, pulsed with a new note of authority. For her rôle in the Tennessee Williams play, *Sweet Bird of Youth*, certain other imperious baroque flourishes were added—trilled r’s, an exotic speech pattern that suggests a continental or British accent without actually expressing either. Off-stage, however, there is simply the pleasant, richly feminine voice.

In the Mitchneck code, the quick litmus test of a good voice is brief and cerebral: the meaning of every phrase and sentence must be instantly clear to anyone who hears it. Concealed here in the word “meaning,” however, are a certain number of booby traps. Implied in his theory, one concludes with further exploration, is the suggestion that any woman who’s been feeling “misunderstood” might do well to analyze her voice.

What, then, defines this theoretical voice that sets up currents of charm and instant rapport? The pitch is low—which makes for warmth and colour; the voice is neither loud nor gaudy; it is placed in the middle, or chest, register; precise about using the lips, teeth, and palate for clear articulation; free of nasality; free of hard r’s—the sound you hear when a Midwestern voice says “motherr”; free of short grating a’s—the sound that goes with New Yorkese “chance,” “glass,” “romance.”

The problem of *a* in such words looms large in the American mind, setting off small vocal storms and paradoxes in all but the most unyielding voices. Actually, there’s a rule of thumb: for American voices the medial *a* is correct—a sound equidistant from the British broad *a*, in such words as “gl-ah-ss,” “ch-ahh-nce,” and the New Yorkese *a*, which is pronounced like “bat,” “that,” with a slight n’yahh sound. This medial road sets the pattern for good contemporary

speech in America. “We are not,” says Dr. Mitchneck, “in a forensic era; even in the theatre, speech is natural, distinguished but not phony.”

Most encouraging, perhaps, is the great Mitchneck principle that paraphrases this way: it’s all in your head. A sound registered in the brain, according to Dr. Mitchneck, can be reproduced at will. (“Otherwise, how could singers hit a high E just by singing?”) Pursued to its ultimate or Yoga phase, this means that a set of mnemonics, or reminders, planted in the brain, primes and controls the sound of the voice.

At a recent session when Dr. Mitchneck worked with Geraldine Page on the placement and quality of her everyday voice, the lesson went something like this:

Miss Page (seated in an upright Barcalounger, holding a dark volume of Greek plays in translation): Are there any purple passages in this?

Dr. M.: Read something from Electra’s speeches, or Clytemnestra’s. THINK OF THE CHEST; from then on think above the chin. Think of the resonators, and use the palate consciously.

Miss Page (thoughtfully): . . . all those little letters going p*o*w off the end of the palate. It was that book, *First Lessons in Speech Improvement*,† that really made that clear to me.

She began to read, choosing a long speech at random from *The Flies*, and feeling her vocal oats as she went.

“The chest,” explained Dr. Mitchneck, pale eyes popping, “produces middle register tones; you can feel the vibrations there when you’re using the voice correctly. . . . Gerry, visualize a distance of fifty feet.”

Miss Page’s voice firmed, rippling authoritatively over such phrases as “the split bellies of the horses . . . scowl away at me with your goggle eyes and your fat face all smeared with raspberry juice.” Then suddenly slipping back into the thin little voice of pre-Mitchneck days, she wailed, “Oh look how I pounded on that s.”

“Just hit it and run,” advised Dr. M. “Sibilants can always be heard; there’s no need to linger on them.” The reading—lofty, gutsy, filled with exciting words and images—went on for perhaps fifteen minutes. Then, with the arrival of iced tea and cookies, the lesson changed radically. “We will now converse,” said Dr. Mitchneck. “Kitchen talk, whatever you’ve been doing—Viveca Lindfors told me this morning about picking up the living room. Talk to me and we’ll see if you can maintain the texture of your voice. Keep concentrating on the middle register, the chest.”

After a slight, almost imperceptible lapse into her old kitten-sweet manner, Miss Page glided smoothly into the

† BIRMINGHAM AND KNAPP

marvellous

...new beauty routine for the voice

middle register with all the little letters "going pow" in very good order. What she talked about was "Peanuts," the comic strip of Charlie Brown fame, which, in her eyes, "should be read everywhere, at all times. It's beautiful, beau-ti-ful." Her story was amusing, her voice charming, with the quality consciously built by reading aloud carried over sub-surface. Swerving into an easy discussion of the problems of remaking a voice, the conversation became less self-conscious.

"Excessive introspection, that's very bad," said Miss Page, and Dr. Mitchneck agreed that with many pupils psychological blocks and inhibitions about their own voice faults had to be removed before serious progress could begin. Reassurance and explanation are the usual cures.

"You know, when I pounced on that *s*," said Miss Page, rumpling her red curls, "I was busy concentrating on the images."

This touched a favourite nerve of Dr. Mitchneck's. A linguist, with a working knowledge of more than twenty languages including Slavic tongues, Romance, and Germanic plus Sanskrit, Hebrew, and Chinese, he believes that the structure of a language has vital bearing on its speech problems. The Latin languages—Italian, for example—convey quantities of meaning by pure sound, whereas English, with its shifting beat and vast vocabulary, relies heavily on imagery to convey meaning. As for the images in the English version of the Electra story, Miss Page said simply, "Oh, all those old guys, they wrote gorgeous." And she said it throbbingly, square in the middle of the middle register.

Although it is patently impossible to quick-freeze or instant-mix the Mitchneck system for household use, Great Things can be accomplished by applying his principles on a do-it-yourself basis.

With this no one could be in greater sympathy than Dr. Mitchneck, who feels that training the voice, using "a peaceful voice with one's mate" could sharply decrease the divorce rate. He suffers visibly as well as audibly when he thinks of that shattering family habit of shouting up and downstairs.

To develop a satisfying beauty routine for the voice depends first on learning to listen intelligently and accurately. One of the greener areas for this at the moment is television, notably the high-powered Sunday afternoon variety in which a number of extremely good voices are heard. At the beginning, imitation is not only forgivable, but definitely to be encouraged. Pick your voice, and practise it. Reading aloud makes a splendid start especially when the lines are chosen from Shakespeare, the Greek tragedies, the English poets, which have a challenge and vigour that exerts tonic effects on even the mingiest voices, giving them a temporary strength and glory that can be made to endure.

Of the mnemonics Dr. Mitchneck plants in the brains of his pupils, to develop speech awareness, these are perhaps most basic:

1. Register sound in the brain. Speech depends upon mental processes, is controlled by concentration. Get control of alphabet; know how the sounds are formed.
2. Think of the middle register, the chest area, and try to feel the vibrations there when your voice is properly placed. Use the resonators—the sinuses, nasal cavities, the mouth. As you become sensitive to this, you will begin to notice that a low-pitched musical voice entering a conversation often brings the other voices down, capturing the attention of the group.
3. Make full use of the tongue and the teeth for clarity, but don't mouth or grimace. Test words in English are those with long *a* sounds such as pale, sale; sloppy use of the face muscles cause them to sound like pell, sell. *L*'s are readily lost unless the tip of the tongue rests against the palate until the sound is finished. Words like fool and wool with terminal *l*'s then sound like fooh and wooh. *F* presents similar problems; a proper *f* requires both teeth and lips; the upper teeth must touch the lower lip.
4. Think of staying out of the throat. Because English is, by ancestry, a Germanic language, it is easy to talk it in the throat, stifling and blurring the sounds. "Don't stay on the vocal cords."
5. Don't slight or slur consonants, turning "little" into "lil," et cetera.
6. To be heard properly, force *p*, *k*, *h*, *t*, technically called the voiceless consonants, and hazardous because the vocal cords do not vibrate.
7. Never store up breath for a long speech. This causes a constriction at the back of the neck, setting up such a strain that breath is exhausted at a high rate of speed. Even in the theatre, an actor need not say more than six or seven lines on a breath. (So rules Tyrone Guthrie, an engaging colossus among Shakespearean directors.)
8. Shun nasality, which occurs when the mouth passage is shut off (laziness, again) and sound emerges via the nose. Make an effort to *use* the voice; think consciously of the importance of lips and teeth, keeping that mouth passage open to sound.
9. Remember that certain elongated vowel sounds drown out final consonants; with a word like moon, bite firmly into the *n*, or it will vanish in thin air. Excessive volume also drowns consonants and should, in any case, be avoided in normal conversation.
10. Forget about fancy breathing from the diaphragm; the diaphragm is an involuntary muscle which works by itself, in ninety-nine cases out of a hundred, absolutely beautifully.



Hannah Smith with her daughters, Mary (left) and Alys (right)

“The Transatlantic Smiths”

During the wave of religious intoxication which swept over America in the 1860's, Robert Pearsall Smith, a decorous Philadelphia Quaker businessman, received his “call.” This was the first link in an astonishing chain of events that was to transform Mr. Smith into a mesmerizing international evangelist; launch his wife Hannah, at forty, on a career as a best-selling religious writer; settle his family in England; introduce his three children to heady literary and art circles; and inspire a number of family biographies, of which the most enterprising and lively is the latest: *The Transatlantic Smiths*, an 1851-1951 group history by Robert Allerton Parker. Mary, the eldest Smith daughter, an impetuous, brilliant beauty, embarked on an uninterrupted course of famous-friend-gathering when she was only eighteen, by seeking out and cultivating the poet, Walt Whitman. Her marriage in London two years later to Frank Costelloe, an Anglo-Irish barrister, produced more “advanced” friends and two daughters. (One daughter married Adrian Stephen, brother of the novelist, Virginia Woolf. The other married Oliver Strachey, brother of the biographer, Lytton Strachey.) After ten years with Costelloe, Mary abandoned her husband, her children, and the last vestiges of her Quaker upbringing to become the companion, and later the wife, of Bernard Berenson, the celebrated art critic. Ninety-four now, Berenson still lives at “I Tatti,” the ancient Italian villa he and Mary bought and turned into a “Vatican of the fine arts.” As gentle as her sister Mary was audacious, Alys Smith chose for a husband the prodigious Bertrand Russell, now the eighty-seven-year-old Earl Russell. The third member of the triumvirate who wove this curious transatlantic web was the brother, Logan Pearsall Smith, a painstaking sculptor of sentences who achieved the greatest fame of all the Smiths with his books, *Trivia* and *More Trivia*. *Opposite*, with quotations from Mr. Parker's absorbing and scholarly chronicle, appears a small sampling of the non-anonymous Smiths' remarkable collection of friends.



Bernard Berenson and his wife, Mary Smith



Uncle Bertie & aunty Loo — 1895

Bertrand Russell and his wife, Alys Smith



Logan Pearsall Smith

and their famous friends



Left: Walt Whitman at thirty-five before *Leaves of Grass* was first published. His long visits with the Smiths started with Mary's first pilgrimage to him in 1883. In his life she became a "bright particular star."

Below: Sidney Webb (Lord Passfield) and his wife Beatrice, economists and main founders of the Fabian Society; "two typewriters that clicked as one. Alys Smith made few decisions without asking herself "Would Beatrice approve?"



Above: M. Carey Thomas, first dean and "stiff-necked autocrat" of Bryn Mawr. Bertrand Russell's first wife was her cousin, Alys Smith, Bryn Mawr '90. His fourth wife, Edith Finch, Bryn Mawr '22, was Miss Thomas' biographer.



Left: George Bernard Shaw, an "outstanding star on the terrace" at the Smiths' English house, "Friday's Hill," in the 90's. After the death of Henry James, Shaw was Logan Smith's "most carefully protected friend."

Right: The Hon. Robert Gathorne-Hardy was a *milver*, a word Logan Smith invented to define a man in exquisite agreement with him. Smith's secretary, and disciple, he later wrote a biography of him.



Left: Henry James, the novelist. To Logan Smith he was the Master. To James, Logan was "poor dear good Logan!" Like characters in James's later works, "the Smiths were the forerunners of a new generation of American expatriates."



Right: Adrian Stephen, son-in-law of Mary Smith Berenson; his sister, Virginia Woolf, the great novelist; and his wife, Karin, Mary's daughter by her first husband, Frank Costelloe. Karin became a practising psychoanalyst.

Below: Lord Joseph Duveen, international dealer in Old Masters. Without Berenson, "Duveen could never have attained his eminence as the Napoleon of dealers."



Left: George Santayana, American-Spanish philosopher, Harvard professor, and expert on expatriates. Expatriate Logan Smith cherished the memory of introducing Santayana to expatriate Henry James.



Below: Igor Markevitch, composer and conductor, who with his wife, a daughter of Nijinsky, protected and cared for Mary Smith Berenson in 1944 during the Nazi occupation of the Berenson Italian villa, "I Tatti."



B

lue and black: the



ticket in town now

Cotton brightened by blue—that's the gist of these five late arrivals on the summer scene, here just in time to refresh a July wardrobe in town now, to span the September weather break later on.

Opposite page: A bare, black cotton blouse (left), with no sleeves and a front and back V neckline, points to three more months in town. About \$6. Bright-blue, roll-sleeved shirt (right) is ruled in for autumn by a multitude of black pin-stripes. \$7. Summing up both shirts is the kind of nothing-to-it skirt that's eminently easy to get along with—black, cotton, full of unpresse d pleats. About \$11. All, by Abby Michael in Springmaid fabrics. *This page:* At home in the city on both sides of the thin line between late summer and early autumn is this full-skirted, sleeveless, black cotton dress worn with or without its short cardigan jacket lined with bright blue and black pin-stripes. By Sportwhirl in Springmaid fabric. Costume, \$30. All clothes, both pages, are at Peck & Peck.

VEVEAN





The scented summer

Flowers and leafy greenness; the coolness of woods, ferny and mossy: fresh-cut tea roses in a bowl . . . these are the scents, mixed and delicious, of summer. And they're ravishing scents to surround yourself with in summertime—indoors as well as outdoors. It's easily accomplished by means of a whole family of perfumes, fresh and flowery, that are made from the ingredients we've named above—flowers and herbs, ferns and leaves, fragrant grasses and mosses, aromatic woods. Because they tend to be lighter, more "natural" than some other kinds of perfumes, they can be used with abandon, splashed—or better still, sprayed—on like the flower-scented summer rain.



These perfumes, preferred by many women at any time of the year, are actually not one family, but three: the so-called "simple florals," in which the scent of one flower predominates; the floral bouquets, like a whole garden-basket heaped with flowers; and the woody-mossy-leafy group, which can make you feel, on the hottest day, as cool as Rima, the girl in *Green Mansions*. With all their fresh, leafy quality, there's nothing pale or wishy-washy about these scents. Even a "simple floral"

may contain the concentrated oils and essences of whole fields of flowers, as well as numbers of other fragrant-sounding ingredients. Besides the rose or jasmine, hyacinth or mimosa, there may be lemongrass and gingergrass, clover and thyme, rosemary and lavender, cedarwood and sandalwood, geranium and vetivert (this, an East Indian grass and root); petitgrain, made from orange-leaves and twigs, and neroli, made from the blossoms; *mousse de chêne*, a moss that clings to oak trees; bergamot, cassia, rosewood, and hundreds of others. The marvellous scents of flowers are extracted by various means, many of them ancient and infinitely painstaking. The oils of jasmine, for example, are still obtained by the centuries-old *enfleurage* process, in which thousands of star-shaped white jasmine flowers are arranged by hand between glass trays coated with tallow. The flowers are replaced by fresh tray-loads every twenty-four to thirty-six hours; the tallow remains for several weeks, until it's saturated with jasmine oils. Ultimately, the flower oils are removed from the tallow by an alcohol solution, the end product being jasmine "absolute." (To get eleven pounds of absolute, 2,400 pounds of jasmine flowers must be used.) Good perfume contains



a strong concentration of these essential flower oils and absolutes, mixed with alcohol for "diffusion"—i.e., wafting about; the alcohol used is a pure distillation made, classically, from wine. If the scent is carried on in a cologne or toilet water, it is "lighter," which means simply that it contains a larger proportion of alcohol. It's the



(Continued on next page)

How to be pretty though cool

For summer dining at home, an airiness of silk chiffon in a sort of magnified Paisley print of bright pink, orange, blue, green. The skirt, with its rounded, unpressed pleats, involves a bit of trickery; holding things lightly in place is a lining of a new, non-woven interfacing called Keybak. At-home dress by Dorian Macksoud; about \$55. Lord & Taylor; Woodward & Lothrop; L. S. Ayres. In the air—the cool, leafy scent of *Ciro's Reflexions*.





pleasant mission of these lighter versions to supplement the perfume—never to replace it; they haven't the power, staying or otherwise, to do that. Only in perfume itself does a scent reach its fullest flowering. (And even that shouldn't be expected to flower for more than four hours at a stretch on your skin without renewal.)



Now for the perfumes themselves, naming only a few of the charmers in each group: *Simple florals*: Not so simple, as we've seen—but their *fond*, or heart, is essentially the scent of one flower. Their top note, or end note, may suggest, delightfully, another part of the forest...



New this year is Tuvaché's Mimosa, warm and flowery and golden, with a cool, leafy undertone... Chanel's potent Jasmin is one of the triumphs of the *enfleurage* process described above... Violet perfumes are made not only from the flowers, but the green leaves and stems of violets. One fragrant result of all this is April Violets, by Yardley... The spicy refreshment of carnations, to which some women are devoted, is caught in Mary Chess's Carnation... For heliotrope lovers, it's all there in the Heliotrope of Shelley Marks; one can almost see the delicate purple flowers, the mint-like leaves... New refreshment for summer travellers: Caron's light, delicious Pois de Senteur can now be had in a miniature bottle that tucks in your handbag... "Bring with you roses, roses"—or, less bulky and just as sweetly scented, bring Marcel Rochas' La Rose.



Floral bouquets: Diorissimo, by Christian Dior, has an overtone of lily of the valley (almost the Dior signature), mixed with jasmine, honeysuckle, orange blossoms, and other flowers and greenery. All these fragrances now appear in an Eau de Toilette version as well... Balenciaga's floral blend, Le Dix, is a mingling of violets and pure Bulgarian rose, the rosiest rose there is... Mountain flowers, with a counterpoint of aromatic woods and spices, are the ingredients of Patou's Moment Suprême... Wild flowers (understandably) also go into Germaine Monteil's delicious, individual Fleur Sauvage. Less predictably, there's a top note of rose... Envol, by Lancôme, is a fresh bouquet of spring flowers with a mingling of lilies... Light, cool, and summery, Dana's Platine mixes roses, jasmine, and orange blossoms... Balmain's Vent Vert is a waft of lilies of the valley, green grass, and leaves... Into D'Albret's Écusson go roses from Bulgaria, tuberose from Portugal, jasmine from France... Divine, by D'Orsay, is flowery, woody, with a few sprays of lavender...



Corday's Trapèze is a balanced, but slightly giddy floral bouquet.

Woody-mossy-leafy: Almost the prototype of this group is Coty's famous Chypre, with its cool undertone of *mousse de chêne*—the fragrant oak moss mentioned before... Another botanical triumph is Guerlain's Mitsouko, with, under its leafiness, a mysterious note of amber... Lanvin's Prétexte mixes oak moss, flowers, and other outdoor pleasures.



How to be cool though pretty

Dinner at home on a summer night might involve this kind of strawberry icing—doubled pure silk in a soft, delicious pink, with a deep V'ed collar, easy sleeves, soft sash, soft skirt. \$180. At Elizabeth Arden Salons. More Elizabeth Arden magic here: the scent of Blue Grass—roses, jasmine, leaves.







Trans-season report— St. Thomas, Virgin Islands

Something to know about St. Thomas: between summer and winter temperatures, the variation runs to only about five degrees. So what's "off-season" to some people (namely, the people who determine hotel rates and fill airplane space), is deliciously on-season for others. Summer, summer conveniences, and summer prices run from May until December 1 in St. Thomas—and the round, golden, cookie-shaped beaches have the same lure year round. Right now, the whole island is drenched in colour; Jordan-almond-coloured houses stand on the green hills, looking as though they'd rested there like climbers out of breath. Midway on one hill is the vast white Virgin Isle Hotel with its salt-water pool, its alfresco and air-conditioned dining rooms, its good food. (There, the price of a double room for two, with breakfast and dinner, is \$26 a day—as against the from-December-on rate of \$39.) To get to St. Thomas: a six-hour plane trip from New York—which includes a stopover in Puerto Rico and a quick plane-change to Caribair, which shuttles the thirty-minutes' distance to St. Thomas twenty times a day.

At left: At a costume festival where music and weather are pleasantly hot: gay tops-and-shorts. Above, left, a blouse of orange-striped cotton broadcloth, piqué shorts of undiluted orange. Together, \$17. Below, a black cotton blouse with square neck, dirndl sleeves. Shorts are white piqué, embroidered in black snowflakes (who knows, here, what colour snow should be?). Top, of Stevens fabric, and shorts, \$28. These clothes, by Puerto Rican designer Sandra de Aldrey, for the Puerto Rican Fashion Council. All at Saks Fifth Avenue.



Mainland suit— charcoal, riding with blue

Opposite page: Fuel for a midsummer wardrobe: charcoal, in a Glen plaid suit of tropic-weight Dacron and cotton with a Chanelish jacket, box-pleated skirt. Worn here with two pale-blue touch-offs—a velvet pillbox, a sleeveless cotton blouse. The car being fueled up here, a Chevrolet Impala convertible; its other occupants, two Afghan hounds—one, seemingly, the driver. Suit by David Crystal, of Galey & Lord fabric; about \$50. Hat by Madcaps. Both at Best & Co. The suit, also at Marshall Field; Neiman-Marcus; I. Magnin.





Hotel that gets around— to Hawaii and back

SHIPBOARD CLOTHES PLANS;

THE OFF-ON SEASON SWITCH

The hotel, naturally, is a cruise ship that goes, in this case, to the Hawaiian Islands. Two of these ships, the "Lurline" and the "Matsonia," leave about once a week, alternating their departures between San Francisco and Los Angeles, returning to whichever one they didn't leave from—this, called an "open jaw" sailing (a look at the map explains why). Both ships sail the year round, the period from October 15 to March 1 being classified as off-season—a term to be thought of strictly in terms of clothes. Ship rates don't change; only the weather, which can vary on the first days out from 80 degrees on deck in summer to 55, midwinter. Besides the calendar, another guide in the clothes plan is the departure-city; a sailing from San Francisco calls for a wool suit, and a hat. A woman leaving from Los Angeles might present a different picture, even in October when weather is apt to run to the 80's. Her boarding-clothes could be a shirt dress, sweater—and no hat. Invariables in the plan are the really summery things one needs, any month, after the second day out: Bermuda shorts, shirts, cotton dresses, a raincoat, a swimming suit. Beyond this, the path divides.

Since all sailings—and alohas—commence at four in the afternoon, the general cruise rule prevails: boarding clothes become dinner clothes the first night out. Just getting aboard, and finding one's stateroom and dinner table, leave one little time for unpacking anything else. That evening, if it's summer, a dress and sweater, or a suit might be just right for walking on deck. After October, a topcoat is advisable—this, perhaps, in a high-velocity colour. The next day, too, in winter months, the topcoat will still be a

Getaway suit: grey jersey

Opposite, getting its bearings aboard the Matson Line's "Matsonia," a suit of charcoal grey worsted jersey—good for travelling *to* the ship, and thereafter—with high-buttoned neckline, sashed waist, taupey accessories. Suit by Tiffau & Busch; about \$110 at Bergdorf Goodman; Hutzler's; Julius Garfinckel. Shoes by Delman. Handbag of black alligator by Lederer. Lifeguard for hair at sea: Curl Sheen hair spray by Helena Rubinstein.

welcome walking companion. Most women who have taken this trip in winter agree that the weather can be capricious, and to be really comfortable one should be equipped with two sets of day clothes—shorts, slacks, dresses—in lighter and heavier weights.

Life on the ship during the day is completely informal, and the pants persuasion is quite acceptable, even at breakfast and lunch. The season-switch here: for winter, flannel slacks instead of summer's linen shorts, with a bulky cable-y cardigan thrown over a cashmere pull-over. Walking shoes and scarfs are needed, any season—for wind and, by captain's request, for ship drill.

The dinner look changes by season, too. During June, July, and August, summer-printed evening dresses of silk and cotton look right, worn with a sweater or bright silk stole. Fur wraps, at this time of year, are not necessary, but a few very small ones are seen. For winter dinners, the formality-meter is tipped higher. Now, the fur wrap is not out of place, although a furred sweater will do. Dresses are likely to be of silk crêpe, chiffon, or a gaily printed wool. Really winter-y dinner dresses in velvets, brocades, heavy satins, are not usually in order, ever. What is in order, any month, any hour of the day, is colour—somehow, the brilliance of Hawaii seems to be always aboard ship, so that day and evening clothes in high shades or flourishing prints seem the right choice.

On the last night before landing, again no dressing for dinner. Actually, many people find the ship-trip so pleasant that they consider this the whole holiday, and stay in Hawaii only for the six-hour stopover, starting the return voyage the same day. In this case, no packing up is necessary; all belongings can be left in the stateroom while the ship is docked. The going-ashore outfit should be cool and comfortable—but no slacks, now, or too-bare tops. A cotton shirt dress is a good choice, perhaps accompanied by a sweater; hats (except, possibly, a sun-hat) are unnecessary. Since, on arrival, all passengers are given—and expected to wear—a generous helping of flowery leis, a too-good silk dress might be unwise (the flowers are beautiful, but have been known to be damp and spot-making). To take along, in a good big bag: swimming clothes, beach shoes, scarf, space—to be filled by irresistible purchases like a really lovely Hawaiian-print skirt and blouse.

While ashore for the six-hour interval, tours of the island can be arranged, or one can rent a private car for sight-seeing. The best objective here is the Waikiki area, where a variety of entertainment is conveniently available: a wonderful swimming beach, surf-boarding to watch or—for the more daring—to do, a nice assortment of shops, an international market place, some of the most famous restaurants.



The

Left: Black silk coat quietly burning with the kind of pirate charm that's made fashion since Dietrich started it. To wear? Over almost any summer-day dress, over little-evening clothes; with sunglasses if there's a ray out. By Murray Nieman; William Rose textured silk. About \$160. Gloves by Superb. Both: Bonwit Teller. Coat: Wanamaker's, Phila.; Neiman-Marcus. Sunglasses by May: Koble & Stern.

brigand coat

Right: For the woman who's cornered the market on beige dresses, blond cashmeres—a coat of beige Creslan-and-cotton (wash, wear, wash, wear, ad. inf.) lined with pink-flowered cotton. It's one of the few coats in the world today, too, that doesn't suffer acute suitcase-claustrophobia. By March & Mendl in Sea Island fabric. About \$30. Kislav gloves. Both: Best & Co. Coat, also at Himelhoch's; Joseph Magnin. Sunglasses at Belz.





Double-take coat: black reverses to stripes

FRANCES MCLAUGHLIN-GILL



Double-take coat: white turns grey

Three coats—
each with a
flip side

Here, three topcoats, all double-takes—showing that each coat has another side that could be outside. All, previews of autumn coat life. *Left:* Black coat that turns to black and white stripes; both sides, wool. Black, it's over a white silk dress. Striped, the situation changes to a grey wool sheath. Coat by Originala; about \$200 at De Pinna; Julius Garfinckel; I. Magnin. Black side: cloche by Christian Dior-New York, shoes by Liparé. Striped side: handbag by Lucille; hat by Sally V. Calfskin opera pumps: Andrew Geller. *Above:* Wool coat with a white side for countryside, a grey side for town. Either way, a small collar, patch pockets. By Harry Frechtel; about \$265. White side: bag by Koret; grey side: cloche by Sally V, all at Altman's. Coat, also Nan Duskin; I. Magnin. Shoes: left, by Sandler of Boston; right, by Andrew Geller. *Right:* City coat of moss green wool-and-mohair that transfers to the country in green and mauve plaid. This, by Icove & Young; about \$100 at Saks Fifth Avenue; Dayton's.



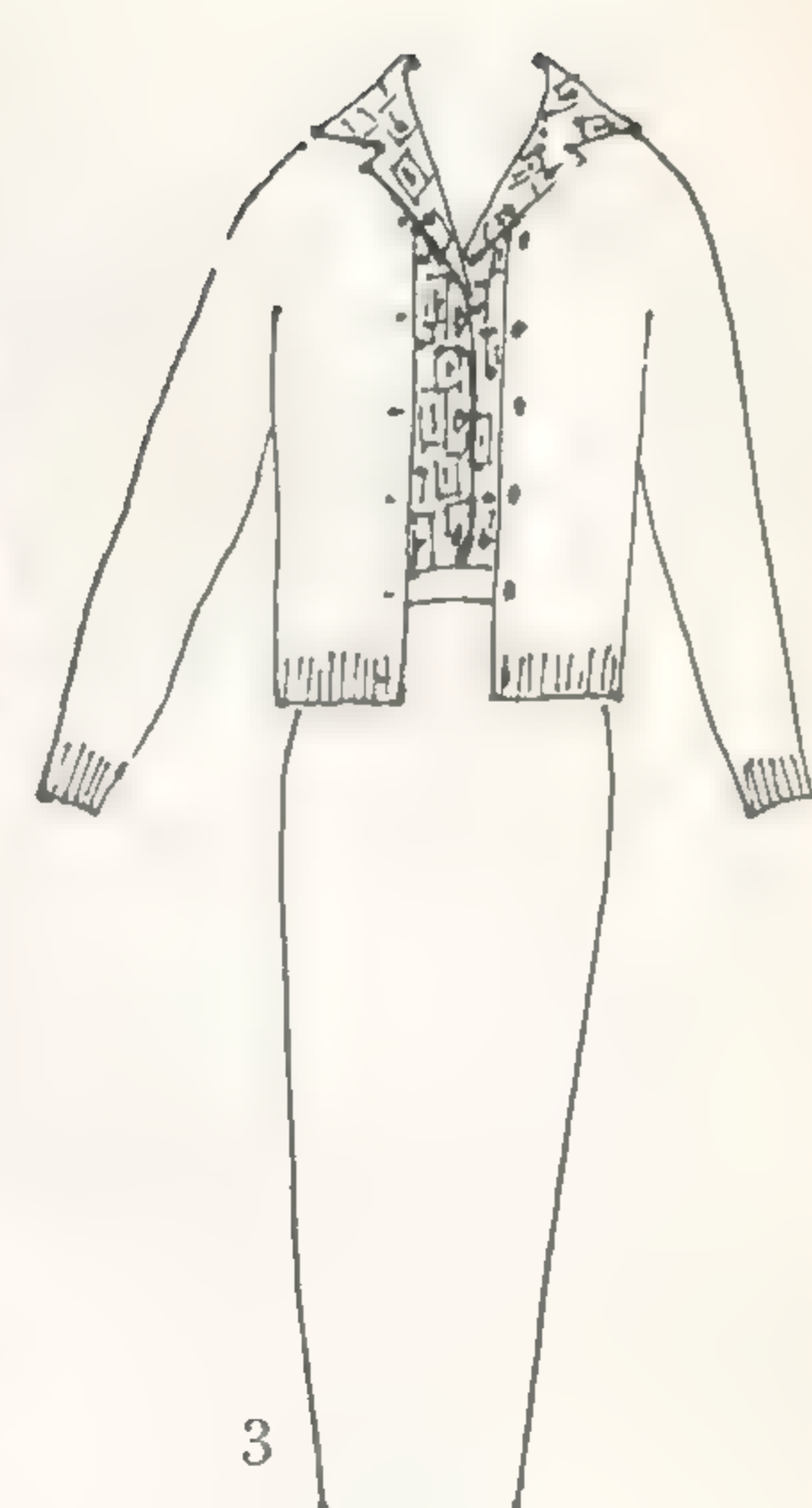
Double-take: plaid becomes moss-covered



1



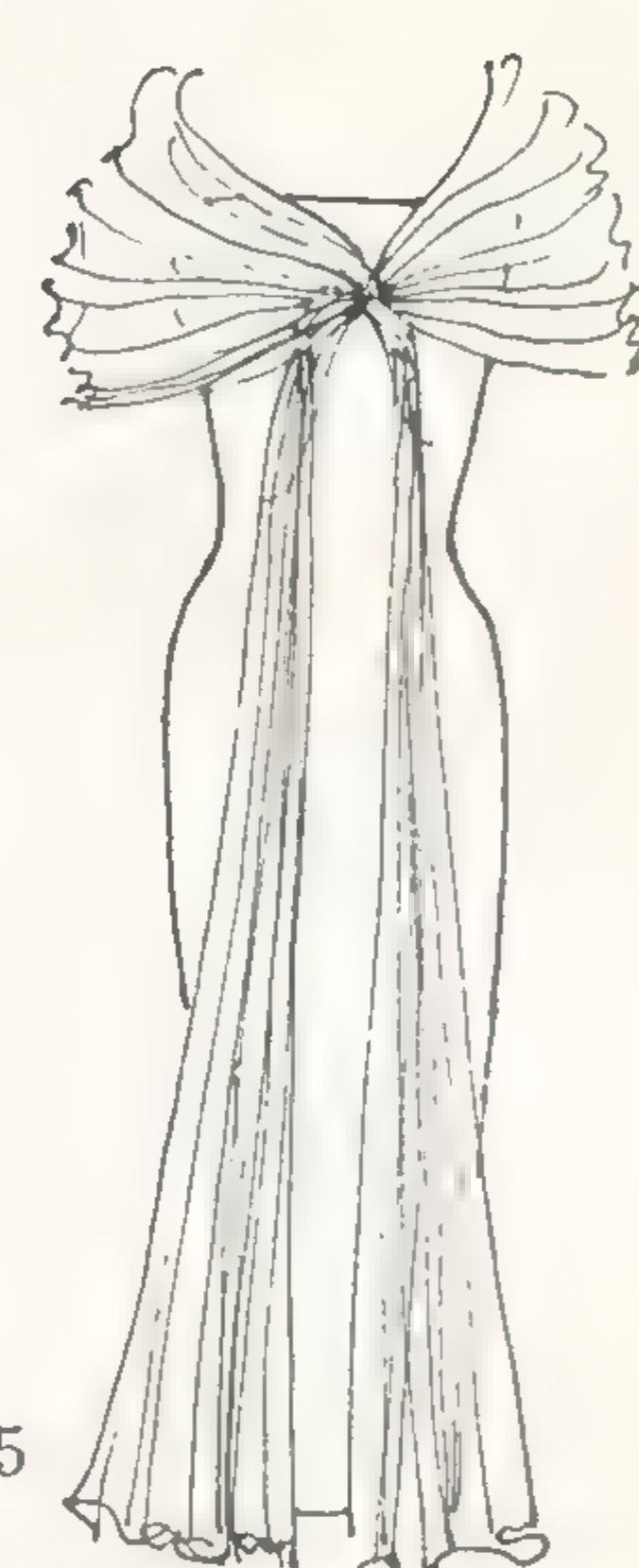
2



3



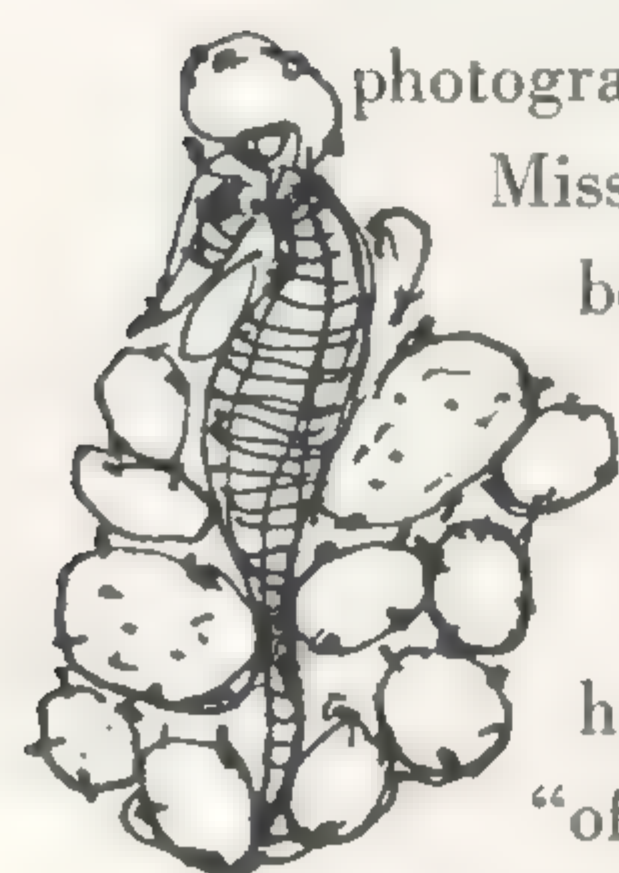
4



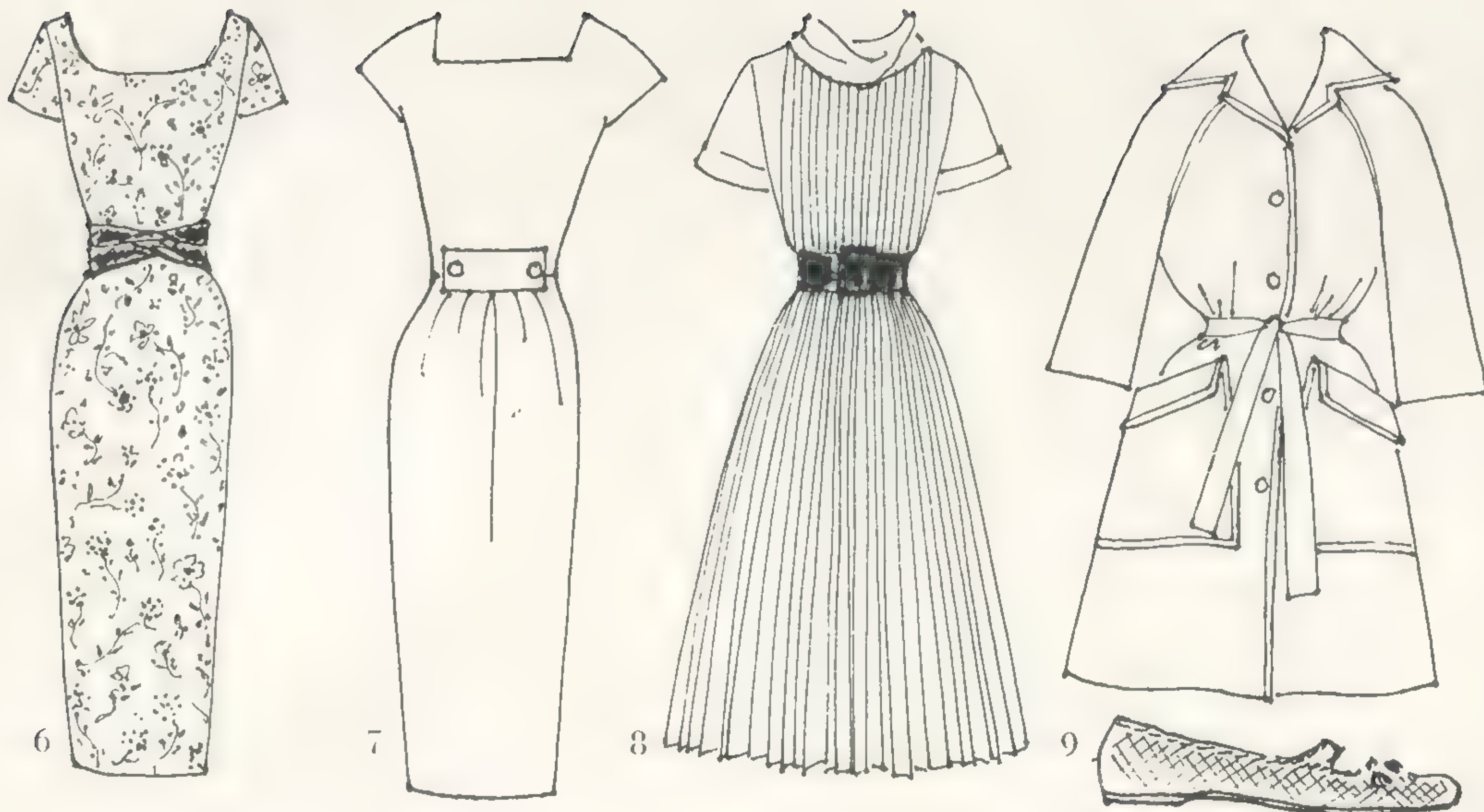
5

Around the world with Ilka Chase

Miss Ilka Chase, a charmer in many rôles—actress, authoress, television panellist, lecturer, to name a few—is now playing, with high enjoyment, a new one: globe-trotter. With her husband, Dr. Norton Brown, a distinguished internist, she is flying around the world on a three months' trip. Its itinerary includes Paris, Vienna (a week at a *Schloss*, with archæological friends), Athens, the Greek islands, Istanbul; Bangkok, Singapore, Djakarta (where they will visit friends); Bali, Saigon, Hong Kong, Formosa, Japan. Besides being the longest holiday Dr. Brown has had since he got his M.D. degree, it's the first trip around the world for both, and a dazzling opportunity to indulge their shared enjoyment of sight-seeing and amateur photography. (In their luggage: four cameras, masses of colour film.) Boarding the Paris-bound plane,



Miss Chase dressed as you see her above—oatmeal wool travelling suit, flower-printed silk blouse, beige calfskin shoes. She carried a beige heavy raw silk coat, many-pocketed leather handbag, portable typewriter—on which she will continue to write her weekly syndicated column, "Free Admission"—and a small Northwest Airlines bag holding cosmetics, a baby-pillow (she won't budge without one) and two crescent-shaped back-of-the-neck pillows, one for her and one for her husband. She also planned to carry the Air France bag, shown beside her, which contains her "office"—notebooks, address books, typewriter- and carbon-paper. Sketched at left is her favourite pin, travelling or not: sea shells collected by her husband during his war service in the Pacific, set in gold. Sketched and photographed at right—the rest of her round-the-world wardrobe.



13



FRANCES MCLAUGHLIN-GILL



14

Ilka Chase's round-the-world wardrobe, shown at left, was planned with three main objectives in view: to look pretty, to fit under the 66-pound airlines limit, and to be cool. Except for the first few days in Paris, the week in Austria, and a possible cool night or two on the Greek cruise, the weather forecast was hot, hotter, and (Singapore?) hottest.

1. Miss Chase's travelling costume: beige wool suit, printed silk blouse; on her arm, a beige heavy raw silk coat.

2. For Paris, Vienna, other temperate cities, if any: a black silk sheath dress, $\frac{7}{8}$ -length coat to match.

3. For some days at the Austrian *Schloss*, Miss Chase will alternate the beige suit-skirt with a beige cashmere cardigan, green-and-white printed cotton shirt (also shown in sketch 12).

4. Black-and-brown sprig-printed cotton dress and jacket, citified, but cool.

5. Short evening dress, pretty anywhere in the world: pink chiffon with a fichu.

6. Cool charmer: embroidered pink linen sheath; tiny sleeves, green velvet sash.

7. Pale-blue silk surah sheath by Dior, equally *soigné* for Paris or Bangkok.

8. White dress, pleated (permanently) like an Evzone's, washes easily, drips dry.

9. Beach coat in white cotton, like a short polo coat. Below it, flowered cotton beach shoes with ridged rubber soles—good for rocky beaches.

10. Airy black-and-white cotton dress with new wide sleeves, black leather belt.

11. For visiting in Djakarta, a cape-collared dress of Dacron-and-cotton in green, violet, and orange plaid.

12. Green-and-white printed cotton shirt (see also 3); lettuce-green linen slacks.

13. For cruising, sight-seeing: orange linen skirt, creamy linen overblouse.

14. Her bathing suit: one piece, in knitted white wool jersey.

Not illustrated, but to be taken, were: A charming late-day dress of Indian mull (very fine, cool cotton), full-skirted, in red, blue, on white. Two or three more drip-dry dresses, if space allowed.

Shoes: Black calfskin opera pumps. White linen opera pumps. Pink silk crêpe opera pumps, for evening. Three pairs of flat-heeled shoes in soft glove leather, in black, white, beige. Plane slippers in plastic case. Bedroom slippers.

Handbags: One sturdy calfskin, for travelling (shown). One black calfskin. One white linen. One flat brocade for evening.

Gloves: Many short, white cotton ones. One pair each, beige and black. One pair long white kid gloves, for evening.

Neglige: Day-length, in mauve-and-pink-printed Dacron-and-cotton.

To be acquired en route: Straw hats; baskets ("I'm a fiend for baskets").





In Puerto Rico

An 18th-century Spanish walled city, old San Juan—its restoration fever

The staccato Spanish word *fomento*—excitement—is the label the Economic Development Administration gives to the rash of young industries all over green shoe-box-shaped Puerto Rico. Now, this same contagious energy has spread to the restoration of old San Juan, still thoroughly Spanish in spite of its American nationality. The old walled city is a tender keepsake of Colonial Spain of the seventeenth and eighteenth centuries. Inside the stone fortress, El Morro, a nine-hole golf course, has been built; where the moats were, now there are grassy hazards for golfers.

For a first look, old San Juan is best at night. The city lives open to the cool of night. From the loops of balconies, some of wrought iron, the oldest in wood, a fast exchange of talk ricochets from doorways to upper-storey balconies and windows. In hot daylight, chocolate louvers (they do not use window glass) seal the paint-peeling houses. New this year, the zooming real estate boom in mellowed old houses, and the Restoration Program adopted by the Institute of Culture to preserve the tradition of Spanish architecture. These days, construction noises mingle with the cries of vendors selling daisies and tuberoses, green bananas and coconuts. By 1961, there will be tidy hotels, small *pensions*, restaurants, even a patio swimming pool in the restored buildings, which are now sometimes undisciplined one-room apartments crammed with regiments of children and even pet white roosters.

Practical notes: Think of Puerto Rico for an off-season holiday. What is off-season? Summer—and in the summer at many hotels, summer prices. In new San Juan, the Hotel La Rada, small and personal, has views on the lagoon and the sea; in the garden, a swimming pool; in the patio, the *coquí*, a native toad, pipes *co-quí, co-quí* at night; single rooms \$10. The Caribe Hilton, pointing right into the sea, forms a complete resort; besides ocean and pool swimming, gambling, night clubs, shopping; single rooms, \$15. Twenty miles away the Dorado Beach Hotel has an 18-hole golf course under palms and along the sea; comfortable cottage rooms, \$20 a day, including breakfast and dinner. Everywhere good rum sours; plantain chips, the delicious equivalent of potato chips; and, the no-clawed *langouste* with its tight hard meat. Pan American, Eastern, and Trans Caribbean Airways have direct flights between New York and San Juan, \$45, one way, economy class. Delta Airlines flies from New Orleans.

Ballet de San Juan *Left:* Against the parched whiteness of the San José Church, and ringed around a Vogue model, some of the members of the crisp young Ballet de San Juan pose, especially for Vogue, in their highly effective costumes from the folklore ballet *Juan Bobo*. The notable point about this company is that talented Puerto Ricans have designed almost all the costumes and sets, worked out the choreography and composed some of the music. Their big showcase—performances at the time of the Casals Festival in May when the company, under the direction of young, imaginative Ana Garcia, perform in the elegant Tapia Theater, its interior a charm of deep red and white.

Puerto Rican notes



Casals Festival musicians, with a Vogue model, at El Figaro




For the three-week Festival Casals in San Juan, planeloads of famous musicians and music lovers come from all over the world. At that time Pablo Casals, the eighty-three-year-old great 'cellist, conducts a special orchestra with many soloists. He begins rehearsals by singing out the melody. Restless, beating time with a black-shoed foot, Don Pablo frequently jumps up from his podium chair with extraordinary energy, telling the musicians, after five or six repetitions of a passage, that "it's better."

Above: Photographed after rehearsal, some of the Festival musicians, *left to right*, Alexander Schneider, violinist with the Budapest String Quartet and music director of the Festival; Julius Baker, flautist with the Bach Aria Group; Eugene Istomin, pianist; Mischa Schneider, 'cellist with the Budapest String Quartet; and Jacob Bernstein, 'cellist with the Symphony of the Air.

Left: The steep stair-streets make good short cuts, and in the heat of noon are cool with shadows. Incidentally, walking over the blue cobblestone streets is quicker and more pleasurable than riding, as traffic moves like an invalid. Because the language of Puerto Rico is Spanish, the labels on American products, radio commercials, street signs are in Spanish, the general effect is Spanish. *Opposite:* A sampler of old San Juan might include the standard United States mailbox (U.S. currency and postage stamps are used), the 18th-century Cristo Chapel, attractive Puerto Rican children, and, frequently, doorstep spectators. *The clothes worn by Vogue's model in these photographs: described on page 115.*

PHOTOGRAPHS BY WILLIAM KLEIN





Bathing suits in PR— off the ground

Up in the coconut palms at the La Rada Hotel in new San Juan, two printed bathing suits obviously out of context—but not of news. Both go along with the sensible idea that there ought to be bathing-suit excitement in the shops when it's most wanted—namely now.

Left: Crisp cottony bathing suit with a surprising non-cotton sheathiness.

The secret ingredient: Vyrene, which, mixed with cotton, takes care of the cling. Black and red suit by Rose Marie Reid, \$35. At Altman's; Hudson's; J.W. Robinson.

Right: Sometime maillot in red and orange cotton surah—there's a little tied-on skirt to cover the distance between the La Rada and its pool. By Cole of California; Fuller fabric. \$25. This, the Gobbi straw derbies: Altman's. Suit, also at Neiman-Marcus; I. Magnin.



VOGUE PATTERNS

The little black dress: cross-season clothes current

Here, to be made from Vogue Patterns, is wearing power that's current from July to July, and likely to sew up your little black dress life with a scope as wide as the city limits.

This page: Short sleeves, a slightly outstanding collar, and a box-pleated skirt put this dress at ease from now on, from lunch on. Vogue Pattern 9739, here in black silk tussah by Julius Werk.

Notice the double pins, the squared-off handbag. Palter DeLiso shoes. *Opposite page, left:* Pleats at front and back take the straight skirt of this tall-waisted dress in their stride. Vogue Pattern 4000 in black crêpe by Onondaga, of Celanese acetate and Avisco rayon. Andrew Geller shoes.

Right: The kind of dress that's no closet dweller—a fact seen by its slim skirt, its neatly-defined waistline.

Vogue Pattern 9753 in black Zelan-processed basket-weave cotton by Dan River. Lederer handbag.

I. Miller shoes. All hats by Emme.

For back views, yardages, see page 116.



VOGUE PATTERN 9739

SCHATZBERG



GOSSIPY MEMO ON TRAVEL

The special Air France "Fashion Holiday in Europe" tour can begin, if the passenger wishes, with a visit to the New York offices of Vogue before taking off for Paris, London, Rome, and Madrid. Besides the important side trips to Nice, Naples, and Capri, the tour includes pleasurable small excursions from every city. From Paris, there will be trips to Versailles; from London—Hampton Court; from Rome—Villa d'Este. The fashion travellers will fly to Paris on the Lockheed Super Starliner, a non-stop flight with seats that become almost push-button beds. These de luxe seats have ten inches more leg room than those in first class, and are slightly more expensive. In every capital city the group will go to some of the great *couture* collections, and the small shops as well as to museums, important restaurants, and the theatre. Appointments at Elizabeth Arden (using your U.S. charge account) will be booked to fit in with sight-seeing programs.

The flights within Europe will be on Air France Caravelles, those jet planes that fly at an altitude of 20,000 to 40,000 feet; usually, at five hundred miles an hour—with hardly a sensation of movement.

The facts: No more than twenty-five in a group. The tour lasts twenty-nine days. The first date from New York, October 17, the second, October 31. Price: \$2,349. (Extra and optional, a three-day tour through the Loire château country, \$192.) Everywhere, such luxe hotels as the Hotel Crillon in Paris, the Dorchester in London, the Excelsior in Rome, the Ritz in Madrid. Write Air France, or your travel agent.

British Vogue's remarkable Gastronomic Map of London, just revised, includes 200 restaurants, pubs, and cabarets. (In London, cabarets have floor shows and dancing and are open to everybody, but night clubs require membership, easy to get by filing an application, waiting forty-eight hours, and paying dues that vary from one to six guineas.) The map, 16½ inches by 11½ inches has, on one side, an easy-to-read map, and, on the other, lists the restaurants in each area, keys them with blocks, numerals, letters, and colours. It also gives addresses, telephone numbers, prices, special characteristics, nationality, atmosphere, the culinary status and other relevancies.

In the British Isles, a copy of the Gastronomic Map of London can be bought for one shilling at Vogue House, Hanover Square, London, W.1., or by mail. To buy one in the United States, write Dept. M.L., Vogue, 420 Lexington Avenue, New York 17, enclosing twenty-five cents.

A sharp, compact, knowledgeable book, *Traveller's Guide to Europe's Art* by Jane and Theodore Norman, efficiently takes care of organizing for any traveller the vast museum of Europe. The authors discuss museums, palaces, villas, monuments in twelve countries, point out not only the important musts but the important less-known art. They even cross-index their cross references, give such necessary information as addresses and the gallery room numbers in big museums. Happily, the book does not "for the sake of exhaustiveness, send you fifteen miles out of your way to see a fifth-rate work by a second-rate artist."

In summer, when the Florida beaches are uncrowded, lazy, and sun-drenched, the hotels, frosty with air-conditioning, cut prices to an attractive down-beat. Some of the hotels and some of the motels tie up cleverly with National Airlines in a single deal. Under this plan there are no meals included; double rooms go for as little as \$19.50 a week, a person; the flights, some by jet-powered Electra, are \$35.10, one way, for night flights Monday through Wednesday between New York and Miami. At the crescent-shaped Fontainebleau, big and luxe in that massive range of hotels along the ocean, a week without meals, but two in a room, costs \$51.50 for each guest; in return, a surplus of service, rooms with dressing alcoves, plushy beach cabañas. At the Roney Plaza, rooms are less expensive, \$33.50 a week; in the city-block grounds, tennis courts, and, of course, a stretch of beach. For those who like motels on a grand scale, both inside and outside, the special and distinct Castaways, built on ten acres. Here, double rooms are \$35 a week a person, but \$42 with kitchenette. Part three of this program may include a car. Rentals for an Opel or Renault, \$24.95 a week plus seven cents a mile; the first fifty miles on the house.

Six to beat the heat

What makes an aspic is a mould plus a good idea plus gelatine, which in itself is a good idea. Gelatine's low calorie, high protein content—to each package 28 calories and 7 protein grams—leaves its eater filled, but not with guilt, and its sculptural qualities enable even a cook with two left hands to appear to have two artistic right ones. For instance, the golden dish, *opposite*, with a bush of parsley on its silken top: *Suprêmes de Volailles*, a cool creation that starts with chicken breasts boned and dipped into a mayonnaise made with gelatine, then moulded in a chicken aspic made with white wine and bordered with fat mushroom slices. On its right, *Applberry Snow*, combines apples, raspberries, egg white, kirsch, all holding their own in gelatine and crowned with fresh berries. Below, asparagus asserts its decorative possibilities by standing upright in a vegetable and beef aspic. Shown with the aspics: three quenchers. The red drink is *Sea-spray Flip*: orange juice, cranberry juice, and vodka. The middle glass holds *Peach Bowl*, a peach inundated by brandy, champagne, and strawberries. The principal ingredients of the creamy, lime-adorned *Ramos Gin Fizz* on the right are gin, lime juice, and orange flower water. Prescriptions for these three coolers and six other summer drinks follow on page 112. How to make the aspics: page 113.

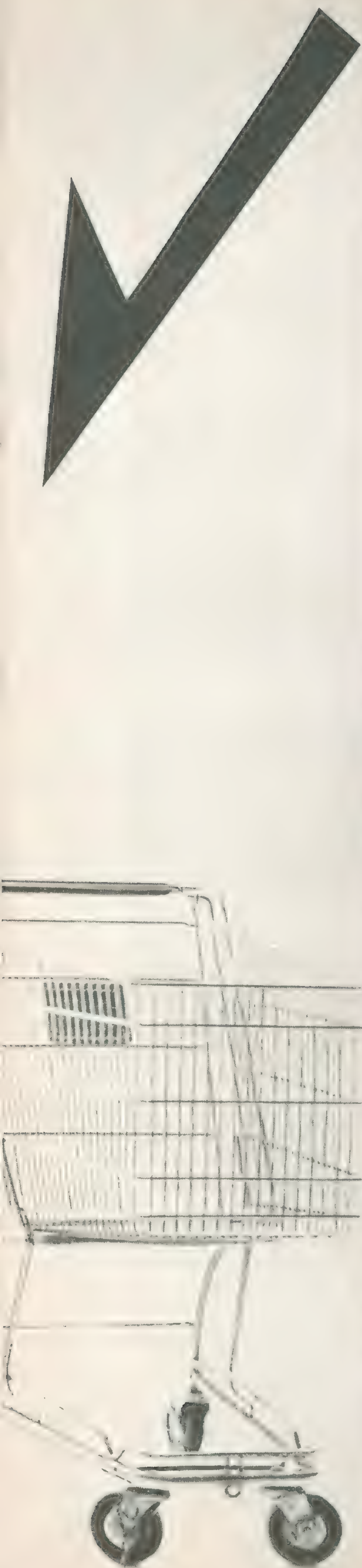
VOGUE'S FASHIONS *in* LIVING



Vogue's super check list: food to keep on file

Here, Vogue's special list, small in size, big in ideas, of the foods in boxes, jars, and cans. On the next pages there are surprise treatments for every item listed—all can be bought in most supermarkets to keep in readiness against the day when you feel your own menu-making machinery is running low.





SOUPS

Instant Beef Broth, powdered ■
 Instant Chicken Broth, powdered ■
 Cream of Celery Soup ●
 Cream of Shrimp Soup ◆
 Beef Consommé ●
 Cream of Mushroom Soup ●
 Cream of Potato Soup ◆
 Lobster Bisque ●
 Green Pea Soup ●

MEATS AND POULTRY

Chili Con Carne ●
 Beef Steaks, individual ◆
 Beef Stew ●
 Corned Beef Hash ●
 Roast Beef Hash ◆
 Veal Cutlets ◆
 Deviled Ham ▲
 Prosciutto—cured Italian ham ●
 Ham, boiled, domestic ●
 Turkey, sliced ●
 Chicken, boned ●
 Chicken, creamed ◆

FISH

Lobster Tails ◆
 Lobster Meat ●
 Minced Clams ●
 Crab Meat ●
 Rainbow Trout Fillets ◆
 Tuna Fish ●
 Anchovy Fillets ●
 Shad Roe ●
 Caviar, black ▲
 Fish Sticks ◆

VEGETABLES

Potatoes, dehydrated ■
 Artichoke Hearts ◆
 Artichoke Bottoms ●
 Hearts of Palm ●
 Green Beans, whole ◆
 Broccoli Spears ◆
 Corn, cut ●
 Spinach, chopped ◆
 Carrots, chopped (junior foods) ▲

GRAINS

Wild Rice ■
 Cracked Wheat ■

BREADS

Bisquick Mix ■
 Cream Puff Mix ■
 Oatmeal Bread Mix ■
 Pancake Mix ■
 Pepperidge Farm French Bread, refrigerated ◆
 Pumpernickel Bread ●
 Holland Rusk ■

CONDIMENTS AND SEASONINGS

Mushrooms, whole ●
 Mushrooms, dehydrated ■
 Lime Juice ■

Lemon Peel, shredded ▲
 Lemon Juice ■
 Orange Peel, shredded ▲
 Onion, flaked ▲
 Leeks, flaked ▲
 Mixed Herbs, for fish ■
 Mixed Herbs, for meat ■
 Mixed Herbs, for salad ■
 Chives, chopped ◆
 Chive Salt ▲
 Dill Salt ▲
 Capers ▲

Anchovy Paste ●
 Maple Syrup ●
 Tomato Paste ●
 Horse-radish ▲
 Parmesan Cheese, grated ●
 Hollandaise Sauce ◆
 Instant Cream Sauce, dehydrated ■
 Brown Sauce ●

PASTRIES

Pie Crust Mix ■
 Blueberry Turnovers ◆
 Apfelstrudel ◆
 Pound Cake Mix ■
 Brownies ◆

DESSERTS

Burnt Sugar Cake Mix, with frosting included ■
 Yellow Cake Mix ■
 Meringue Mix ■
 Chocolate Chiffon Pie Filling ■
 Junket Tablets, plain ■
 Gelatine, unflavoured ■
 Chocolate Blocks, bitter ■

FRUITS

Pineapple Chunks ◆
 Strawberries, whole ◆
 Bing Cherries ●
 Seedless White Grapes ●
 Appleberry Sauce ●
 Ginger Root in Syrup ▲
 White Nectar Peaches ●
 Currants, black ■

JELLIES AND JAMS

Raspberry Jelly ▲
 Apricot Jam ▲
 Sweet Orange Marmalade ▲
 Red Bar-le-Duc ▲
 Whole Cranberry Sauce ●

BEVERAGES FOR COOKING

Cocoa ■
 Fruit Aides ◆
 Prune Juice ■
 Apricot Nectar ●

OLIVES AND NUTS

Olives, green, stuffed with pimienta ▲
 Almonds, blanched, sliced ●
 Chestnuts, peeled, cooked ●
 Pine Nuts ▲



FROZEN



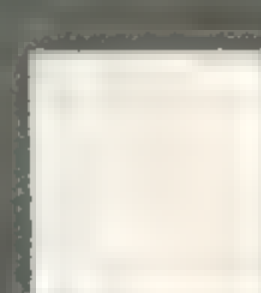
CANNED



BOTTLED



JAR



DRY

Vogue's super food

Suggested here, some of the food excitement that can be produced in a hurry from the ingredients listed on the preceding page. For each ingredient a preferred brand is given.

HORS D'OEUVRES

FISH STICK HORS D'OEUVRE—Before baking Birds Eye frozen Fish Sticks, dot with curried butter.

SHAD ROE HORS D'OEUVRE—Cube Cresca's canned Shad Roe, wrap in bacon, broil, and serve on toothpicks. (May also be sautéed whole and served with crisp bacon as a late breakfast dish.)

CRAB-STUFFED EGGS—Mix Bonavita canned King Crab Meat with hard-boiled yolk, mayonnaise, Colman's Dry English Mustard. Stuff hard-boiled eggs and sprinkle with paprika.

HAM CAKES—Roll Amber Brand Deviled Smithfield Ham into little pancakes made from Betty Crocker Pancake Mix. Add extra eggs and butter to the mix to make them even lighter.

CHICKEN SALAD PUFFS—Fill very small cream puffs, made from Betty Crocker Cream Puff Mix, with chicken salad and pine nuts.

PUMPERNICKEL CANAPÉS—Spread Iron Gate frozen Smoked Salmon and capers or House of Herbs Dill Salt on Sökeland's canned Pumpernickel, a rich, dark, rye bread with a full molasses taste.

PINEAPPLE TIDBITS—Defrost Dole frozen Pineapple Chunks, wrap in bacon, broil, serve on toothpicks.

SOUPS & SAUCES

STRONG STOCK—Use MBT Instant Prime Broth Mix for sauces, gravies, stews, or, with Knox Unflavored Gelatine, for quick individual aspics. Boil rice for risotto in MBT Instant Chicken Broth.

CREAM OF CLAM SOUP—Add S. S. Pierce canned Minced Clams to sautéed, flaked onions, egg yolks, cream, and

white wine. Sprinkle with chopped chives and parsley.

LEeks—House of Herbs Flaked Leeks add extra flavour to chicken soup, stocks, stews, and, of course, Vichyssoise.

SENEGALÉSE SOUP—Campbell's Cream of Celery Soup plus MBT Instant Chicken Broth plus curry powder plus fresh cream.

MOCK BOULA-BOULA—Add Campbell's Beef Consommé to Campbell's Cream of Green Pea Soup. Top with seasoned whipped cream and put under the broiler to brown.

VICHYSOISE—Campbell's frozen Cream of Potato Soup plus chicken consommé and cream. Sprinkle with Armanino's frozen Chopped Chives.

ORANGE SAUCE—Spice Islands Shredded Orange Peel requires no blanching or slicing. Just measure and add to, for instance, a Cumberland Sauce.

LEMON SAUCE—Spice Islands Shredded Lemon Peel can be slipped into sweetened, whipped cream and served as a sauce with a lemon soufflé.

CHICKEN TETRAZZINI SAUCE—Campbell's Cream of Mushroom Soup makes a quick sauce.

APRICOT SAUCE—Combine Crosse & Blackwell Orange Marmalade with Crosse & Blackwell Apricot Jam in a sauce for Crêpes Suzette.

ENTRÉES

MARINE QUICHE—Campbell's frozen Cream of Shrimp Soup combined with Empress frozen Lobster Tail Meat and poured into a baked Pillsbury Golden Pie Crust Mix shell.

LOBSTER STEW—To General Foods Gourmet Brand Lobster Bisque, add Beaver canned Fancy Lobster Meat. Touch up with cream, milk, butter, sherry.

TROUT IN ASPIC—Poach and serve S. S. Pierce frozen Rainbow Trout Fillets in a chicken consommé aspic seasoned with Wagner's dried Tarragon. Serve with mayonnaise and Bizet Brand Capers.

HOT 'N COLD TUNA—In chafing dish, blend Cresca's Flat Fillets of Anchovies, diced fresh green peppers and diced fresh tomatoes, Worcestershire sauce, Tabasco sauce with Breast o'Chicken canned Tuna. Serve piping hot from the chafing dish on oven-dry toast or Holland Rusk with chilled Russian dressing to which have been added ReaLemon Lime Juice, chopped frozen chives and Romanoff Black Caviar.

BEEF STEW—To Broadcast canned Beef Stew add a few spoonfuls of red wine and a bay leaf. Pour into an oven dish and top with Bisquick Biscuits. Bake till the biscuits are golden.

CORNEd BEEF HASH POTATOES—Spoon Broadcast Corned Beef Hash on top of a baked and seasoned potato for a complete luncheon entrée. Dot with butter and reheat in a hot oven to brown.

INSTANT CHICKEN TETRAZZINI—R & R Boned Chicken plus Campbell's Cream of Mushroom Soup, B in B sliced Mushrooms, cream, sherry, and Buitoni Parmesan Cheese.

PICCATA OF VEAL—Sauté in butter both S. Daniele Prosciutto, a cured, sliced Italian ham, and a thin-sliced veal cutlet. Top with slices of Mozzarella cheese to melt under the broiler.

HAM PUFFS—For a late breakfast, fill a Betty Crocker Cream Puff pastry ring made with diced Swiss cheese with Armour's canned Domestic Ham, chopped and creamed and Stouffer's frozen Creamed Chicken.

STEAKES—While Armour's Steaks (thin slices of frozen steak) are browning, add Hunt's Tomato Paste and a can of Franco-American Beef Gravy.

TURKEY AND BROCCOLI MORNAy—Cook Birds Eye frozen Broccoli Spears, and combine with Pinesbridge Farm canned Sliced Smoked Turkey. Bake with a Mornay Sauce to which has been added Buitoni grated Parmesan Cheese.

CHILI CON CARNE PUDDING—For

lunch or supper, combine Hormel canned Chili Con Carne with Niblets' Cut Corn. Add soft bread crumbs, soaked in milk and eggs, bake till browned.

HERB BLENDS—Add House of Herbs Fish Herb Blend to a delicate forcemeat which might fill a Striped Bass baked with butter, lemon juice, white wine, and more of the Fish Herb Blend. House of Herbs Meat Herb Blend, mixed with softened butter, evokes the full flavour of a boned leg of lamb. **SEAFOOD NEWBURG WITH WILD RICE**—Combine River Brand Wild Rice with shrimps and scallops. For sauce, use Campbell's frozen Cream of Shrimp Soup plus a little sour cream.

VITELLO TONNATO (veal with tuna fish sauce)—Sauté Armour's frosted Veal Cutlet in butter, season with Spice Islands Thyme, crumbled bay leaf, and Vita Anchovy Paste. Chill and cover with the following sauce: a little garlic, Colman's Dry Mustard, Old Monk Olive Oil, ReaLemon Lemon Juice, mashed tuna fish, and more Vita Anchovy Paste. Mix till smooth as a mayonnaise, and pour over veal. Allow to marinate and chill overnight before serving.

ARTICHOKE AND CHICKEN CASSEROLE—Combine Seabrook Farms frozen Artichoke Hearts with sautéed chicken and Cresca's Sliced Pimiento-Stuffed Olives, white wine, and MBT Instant Prime Broth Mix.

VEGETABLES

POTATOES DUCHESSE—Mix Borden's Instant dehydrated Whipped Potatoes with water and add yolks of egg. Use as a border for Stouffer's frozen Roast Beef Hash, or make into cork shapes and fry.

STUFFED ARTICHOKE BOTTOMS—Sauté Cresca canned Artichoke Bottoms, fill with a purée of Clément Faugier Chestnuts, and serve with beef.

RICE WITH CURRANTS AND ALMONDS—to add colour and flavour to boiled rice, add Blue Ribbon

FOR MORE MENU-MAKING IDEAS AND RECIPES FOR THEM, SEND 25¢ TO VOGUE, DEPT. F, 420 LEXINGTON AVE., NEW YORK 17.



system

Sliced Almonds and Premier dried Black Currants, sautéed in butter.

SPINACH PURÉE—Grind Birds Eye frozen Chopped Spinach with the finest blade of a chopper. Mix with instant Maison Julien White Cream Sauce Mix, and cream, butter, and nutmeg.

CARROT SOUFFLÉ—Fold together; Heinz Chopped Carrots (junior foods), instant Maison Julien White Cream Sauce Mix, and separated eggs, the whites beaten stiff. Bake until puffed.

WHEAT PILAF—Without any embellishments, General Foods Gourmet Brand Seasoned Wheat Pilaf, prepared according to package directions, goes well with lamb kebobs, curries, or roast meats.

MUSHROOMED TOMATOES—Soak Ron-Jon dehydrated chopped Mushrooms, then sauté them in butter. Add chopped Spice Islands Green Onions. Top halved tomatoes with the mixture, sprinkle with buttered bread crumbs, and bake. Serve with fish and roasts.

HEARTS OF PALM MOUSSELINE—Steam Royalty Hearts of Palm, and serve with Maxim's frozen Hollandaise Sauce to which whipped cream has been added.

SPINACH SOUFFLÉ—Defrost Stouffer's Spinach Soufflé and spoon into a ring mould. Bake, unmould, and fill centre with Stouffer's frozen Potatoes Hashed in Cream. Serve as a vegetable platter.

SALADS

WHITE GRAPE SALAD—Premier Thompson canned Seedless White Grapes are a wonderful addition to a crisp, green salad. Touch up the French dressing with curry.

GREEN BEAN SALAD—Cook Seabrook Farms frozen Whole Green Beans, then chill. Top with paper-thin slices of Bermuda onion and a ring of sliced tomatoes. Serve with French dressing.

FRENCH DRESSING—Combine Spice Islands Salad Herbs, Desseaux et Fils Wine Vinegar, and Old Monk Olive Oil.

BREADS

OATMEAL BREAD—Aunt Jemima Easy Mix Oatmeal Bread is just forty minutes from box to table. Its delicate orange flavour blends well with cream cheese and chopped walnuts for a tea sandwich.

FRENCH BREAD—Pre-cooked Pepperidge Farm French Bread needs only additional browning in the oven. Allow to cool, slice not quite through the loaf, and spread with softened chive butter, made with House of Herbs Chive Salt. Re-heat in foil and serve for lunch or dinner, with, perhaps, a beef stew.

RELISHES

APPLBERRY RELISH—Mix Applberry Sauce, a mixture of apple and raspberries or strained strawberries, with Henry Pape Horse Radish, and serve with hot or cold roast pork or duck.

CRANBERRY RELISH—Mix Brillat Red Bar-Le-Duc with Ocean Spray Whole Cranberry Sauce. Serve with hot or cold pheasant, quail, or grouse.

DESSERTS

BROWNIE DESSERT—Sara Lee frozen Brownies could be a base for vanilla ice cream with dark Crème de Cacao poured over.

MERINGUE—Add water to Betty Crocker Meringue Mix and beat. The meringue is ready to top a lemon pie, or bake into rings and fill with Birds Eye Whole Frozen Strawberries. Decorate with whipped cream.

CARAMEL CAKE—Duncan Hines De Luxe Burnt Sugar Cake Mix makes a delicate, fluffy one. Burnt sugar for the frosting is included in the package.

YELLOW CAKE—Betty Crocker Yellow Cake Mix can be made into a layer cake, a loaf cake, or cup cakes.

CHERRIES IN SOUR CREAM—Mix S.S. Pierce Bing Cherries with sour cream, kirschwasser, and Spice

(Continued on page 116)

Hot news about frozen foods

Here are twenty-nine frozen foods, all from famous restaurants and caterers, all delicacies so new that now they are only in limited distribution. If not to be found locally, however, each can be ordered by mail. Such orders are usually shipped frozen, packed in dry ice, the ice and the shipping extra.

From the enviable Chambord kitchens and chefs come soups, Crème d'Asperges at \$1.45 and Potage St.-Germain at \$1.15. Either one is portioned for two to three. As a luncheon main dish, the Coquille de Fruits de Mer Gratinée, \$2.80 for a generous double serving with the shells. A rich duck with orange sauce, Le Tendre Caneton à l'Orange, for three, is \$8.45. The much-talked-of Chambord Soufflés serve four and, in chocolate or vanilla with Grand Marnier sauce, cost \$3.40. These must be baked in their container which is then popped into an outer serving dish without disturbing the soufflé. Chambord foods should be ordered from *Service Delicacies*, 1032 Lexington Avenue, New York 21. At the same address are Cécile and Colette frozen dishes. The Cécile Chicken Mousse, made with cream, butter, eggs, and spices, measured for two is \$2.98. The Chocolate Mousse, made with bitter chocolate mocha, heavy cream, butter, eggs, and sugar, weighs 1¼ pounds, ample for six, \$2.59. The Colette Quiche Lorraine, a pastry shell filled with cheese custard and diced ham, serves four as a main course or six as a first course, \$3.75. The sauces served at Maxim's in Paris can now be bought in many U. S. cities, as well as at *Service Delicacies*. Sauce Béarnaise and Hollandaise are 98c each the 8-oz. package. Sauce Diable for poultry, game, lamb, or pork is 79c. For hams, game, or venison, there is Cumberland Sauce, also 79c. Complete dishes from Maxim's with generous portions for two: a Carbonnade of Beef, mulled in beer, \$4.75; the famous Filets de Sole Maxim, sautéed with butter, vermouth, and shallots, \$4.75.

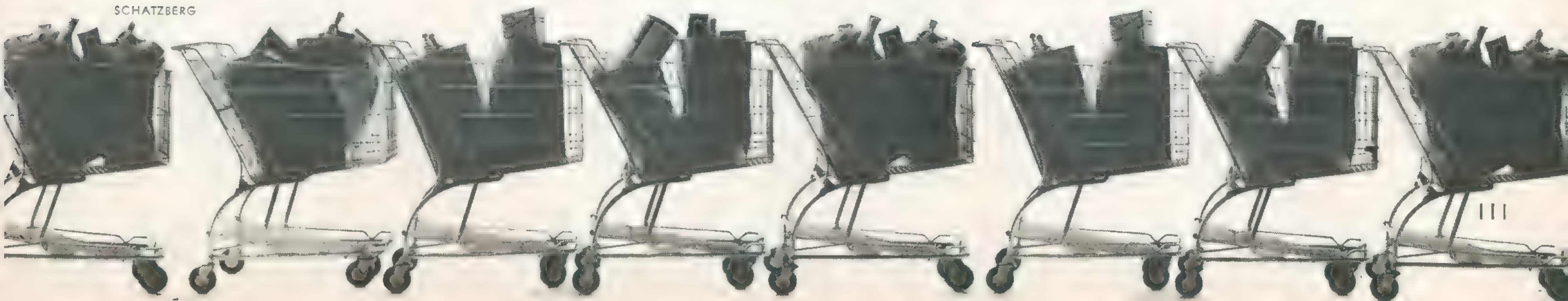
M. Chernoff, 170 East 92nd Street, New York 28, has a fine Beef à la Stroganoff, a 16-oz. container for two, \$2.95. Meat, poultry, and seafood can be ordered from *Pfaelzer Brothers*, 939 West Thirty-seventh Place, Chicago 9, Illinois. A package holding three beef meals for four people consists of 4 Filet Mignons, 4 Chopped Tenderloin Steaks, and 2 Boneless Strip Steaks, costs \$19.95.

New from Vendôme, 15 East 48th Street, New York 17, are Idle Wild Farms Rock Cornish Game Hen Cutlets Pojarsky, the meat of the breast rolled around forcemeat of game hen, almonds, and truffles. \$1.40 per serving.

Another estimable New York restaurant, the Café Chauveron, packs and ships its food in sterile jars ready to be put in the freezer. The address to order from: *Café Chauveron*, 139 East 53rd Street, New York 22. Among the Chauveron's excellent chicken dishes is Chicken Chambertin Wine Sauce, \$3.50 per person. The celebrated Baby Lobster à l'Américaine is \$5.50 a

(Continued on page 114)

SCHATZBERG



Handbook of coolers

MINT JULEP

Steep bruised leaves of half a bunch of mint in bourbon. Frost glasses (or cups), filled with shaved ice, in the refrigerator at least for several hours. At drink time, remove glasses, drain any water, add more shaved ice and sugar. Fill to brim with the minted bourbon. Stir to dissolve sugar, top with sprig of mint. Add straws.

MINT JULEP
FOR SIX TO TEN
One fifth bourbon
1 large bunch of mint
1 tsp. sugar per drink

To pique the summer appetite: the chilling experience that predicts itself beforehand by colour and texture. White froth tinged with green. Pink on ice. Tall glasses frosted by the warm air against their icy contents. Here's a one-page handbook of nine liquid coolers.

SEASPRAY FLIP
ONE DRINK
1/3 orange juice
1/3 Ocean Spray cranberry juice
1/3 vodka

SEASPRAY FLIP
Serve in a big glass "on the rocks," with mint.

BOWLE

FOR TWELVE
10 fresh peaches, peeled, sliced
Or 2 pints strawberries, sliced
1/2 cup sugar
4 oz. cognac
2 bottles Moselle or Rhine wine
2 bottles champagne

SANGRIA

FOR SIX TO EIGHT
2 bottles Tavel wine, or light, red Bordeaux wine
1 orange, sliced with rind
1 lemon, sliced with rind
1 cucumber rind, in long strips
2 oz. cognac
1 pint soda

PEACH BOWL

ONE DRINK
1 fresh peach (or a white nectar-canned peach, Connoisseur brand)
1 oz. cognac
1 split champagne

PEACH BOWL
Place the peeled peach (preferably freestone), into a tall-stemmed tapered glass. Pour brandy over the peach, and fill with cold champagne.

GREEN DREAM

ONE DRINK
1 egg white
2 tbs. green crème de menthe
1 jigger of vodka
1 tsp. cream
3 squirts of soda

BOWLE
The day before using, place the fruit in a wide, shallow enamel pan. Sprinkle with the sugar and pour over the cognac, and one bottle of the wine. Set to marinate overnight. In the morning, add the other bottle of wine. At serving time, pour fruit and wine over a block of ice in a punch bowl or a clear glass pitcher. Add the cold champagne.

RAMOS GIN FIZZ

ONE DRINK
2 oz. gin
Juice from 1/2 lime
1 tsp. sugar
2 cups shaved ice
3 drops orange flower water
1 egg white
2 tbs. cream
1/2 lime
Soda

SANGRIA
Combine everything. Chill. Pour into pitchers with fruit and cucumber; add soda.

RUM SOUTH SIDE

FOR SIX
6 jiggers of light rum
2 tbs. sugar
Juice of 3 limes
Mint leaves
Mint sprigs

RUM SOUTH SIDE
Bruise mint leaves with the sugar, and place in high-speed blender. Add lime juice and rum. Blend until just creamy. Serve in tall, narrow glasses, 112 topped with mint.

GREEN DREAM
Put everything except soda into a shaker filled with cracked ice. Shake. Pour into a tall glass and add soda.

RAMOS GIN FIZZ
Gin, lime juice, sugar, orange flower water, and ice go into high-speed blender, until creamy. Stop, add egg white, whirl a few seconds, add cream, whirl a few seconds more. Pour into a large glass, adding squirt of soda, and half a lime.

WHITE WINE CASSIS
Swirl a tablespoon of cassis liqueur around a large bowl-shaped wineglass. Fill with chilled white wine.

WHITE WINE CASSIS
ONE DRINK
Crème de cassis
Pouilly-Fuissé
or any dry white wine

Sea story in two parts

Here, a two-piece bathing suit that takes to the sea with a splashy black and gilt print—on pink. Halter top and skirt-draped shorts, of Pima cotton woven with Vyrene—a new merger resulting in a fabric that's cotton-looking, elastic-acting. By Roxanne; about \$28. At Altman's; Bullock's, Los Angeles.



Now is the hour
for
PARFAIT AMOUR
(Perfect Love)

the scent-sational
liqueur by Bols
Straight or Frappé
...try it today
you'll love it!



Since 1575
BOLS
liqueurs
A CHOICE OF 29 DELICIOUS LIQUEURS

ERVEN LUCAS BOLS DISTILLING CO., LOUISVILLE, KY.
60 PROOF PRODUCT OF U. S. A.

THREE ASPICS

(Recipes for the aspics shown on page 107)

APPLBERRY SNOW

- 1 can Applberry Sauce
(raspberry flavour)
- 3 whites of egg
- 1 package gelatine
- ¼ cup of cold water
- 1 cup hot apple juice
- 3 tablespoons kirsch
- 2 tablespoons lemon juice

After dissolving gelatine in cold water, melt in apple juice until it is clear. Add the lemon juice, kirsch, and the gelatine to the Applberry sauce. Chill, then whip till thickened. Whip white of egg and fold into Applberry sauce. Pour into a 4-cup mould rinsed out in cold water. Unmould and top with a strawberry. Serve with a custard sauce made with a little kirsch.

ASPARAGUS ASPIC

- 2 boxes frozen asparagus spears
- 4 cups beef consommé
- 1 red pimiento
- 2 packages unflavoured gelatine
- ½ cup of water

Cook the asparagus according to directions on the box, keeping spears green and firm. Set aside 5 spears; cut the remainder into 1-inch pieces. Dissolve gelatine in the cold water. Heat the consommé and add the gelatine. Stir until melted. Allow to cool. Rinse a 6-cup mould in cold water. Pour a half inch of aspic into it, and let partially set. Cut ribbon-like strips of pimiento and place an inch apart, on top of the aspic. Put the 5 spears of asparagus across the strips and coat with aspic. Allow to set. Add remaining cut-up asparagus and fill with aspic. Allow to chill for several hours. Unmould and serve with a sharp vinaigrette sauce.

SUPRÊMES DE VOLAILLES IN ASPIC For six

- 3 double breasts of chicken
- 3 large white mushrooms
- 2 black truffles—sliced
- 1 red pimiento
- 1 small bunch tarragon, blanched

- 5 cups of canned chicken consommé
- 1 cup dry white wine
- 2½ packages unflavoured gelatine
- ⅓ cup water
- ¼ cup Madeira wine
- ½ cup mayonnaise

Place the chicken breasts, consommé, and white wine in a large saucepan. Bring slowly to a boil, skimming the surface of any scum. Cover and simmer gently for twenty-five minutes, or until the large pieces of chicken are done. Let cool. Strain off the broth and put it aside. Remove skin and bones from the chicken. Divide them into six unbroken breasts. Keep covered so they do not dry. Dissolve the gelatine in ⅓ cup of cold water. Add to the hot broth. Heat it if it is too cool for the gelatine to melt. Cool again. Add the Madeira wine. Add ⅓ cup of this broth, aspic now, to the ½ cup of mayonnaise. Place the chicken breasts on wire cake racks standing on drip pans. Coat the breasts with the mayonnaise. Decorate with the slices of truffles, little pieces of pimiento, and tarragon leaves. Allow this coating to set.

(Continued on page 114)

Tooling up for Vogue's super food system

Continued from page 20

1. Write on brand-new Scotch Brand Freezer Tape to identify frozen foods. It seals, reseals, and stays sealed at any temperature. 98c for 90 feet of it. Gimbel's.
2. Rival's "Can-O-Mat", a luxe hand can opener, has a cutting wheel, and a magnet just like many wall can openers. In aluminum, precisely engineered, it can cope with any variety of can. \$2.98. Hammacher Schlemmer.
3. Those little keys that come attached to cans more often than not wind up the nerves as fast as they unwind the tin. An English import, the Master Tin Opener and Sardine Server, resolves that situation once and for all. Sturdy chrome-finished metal, it gives 5 inches of leverage, includes a tiny perforated shovel for scooping sardines out of a can. \$1. Hammacher Schlemmer.
4. What missile noses are made of so is this Corning Ware, even though it has the deceptively delicate look of good white china. The material is super-strength Pyroceram, and the big point for freezer owners is that a Corning Ware saucepan can go straight from the freezer to a red hot range or oven (and thence to the table in its own pretty metal cradle) without cracking up. Detachable handle. 1½ qt. \$6.50. Bloomingdale's.
5. "Freez-Cut," a 10-inch long stainless steel knife saws mercilessly through frozen meats, fish, boxes, never needs sharpening. \$2.95. Bloomingdale's.



1

2

3

4

SHANNON

5

THREE ASPICS

(Continued from page 113)

Meanwhile, peel the mushrooms. Cut the stems level with the caps, then slice the mushrooms. Rinse out a 6-cup ring mould in cold water. Pour enough aspic into the mould to coat it well. Refrigerate till partially set. Repeat until the sides are coated and there is a half-inch of aspic at the bottom of the mould. Arrange the mushroom slices against the sides of the mould, so that when the mould is inverted the caps are up. Paint with more aspic, chill again. Paint the chicken breasts with aspic to set their decorations. Place the chicken, rounded side down, into the mould. Add the aspic little by little, allowing it to set each time until the mould is filled. Chill several hours. At serving time, unmould on a silver or glass platter. Fill the centre of the ring with parsley. Serve with mayonnaise.

Note: To unmould an aspic: place it in warm, not hot, water. Put the platter over the mould and turn over together. If the aspic still won't budge, rinse a cloth in warm water, ring it out well, and press on the mould.

HOT NEWS ON FROZEN FOODS

(Continued from page 111)

portion. To make a Sunday supper one-dish meal, the Petite Marmite, portions for four, is \$5. Interesting with cocktails, or as a main luncheon dish with a salad, a Terrine of Duck or Game, enough for 25 or 30 servings, is \$20. (Minimum order here is four portions.)

Soupc'on, 203 East 61st Street, New York 22, sends out orders for a \$5 minimum. To spread on cocktail crackers there are, for example, aged Cheddar with Poonjiajee Chutney and Curry, 8 ozs., \$2.50; aged Smithfield Ham and Truffle Mixture, 8 ozs., \$4; fresh Chicken Liver Pâté with Truffles in a crock, \$4.50.

Wonderful frozen hors d'oeuvres, light blankets of fine pastry with various fillings, can be ordered from *Fraser Morris*, 872 Madison Avenue, New York 21. In a tray of 12 cocktail portions come cheese and brandy, \$1.35; Smoked Turkey Pâté with almonds, \$1.35; 20 cheese straws are \$1.35, and 10 miniature beef hamburgers, \$1.35.

Châteaux de Normandie frozen cocktail pastries can be sent for at *Maison Glass*, 52 East 58th Street, New York 22. Twelve small puff pastry canapés filled with mixed veal, pork, and eggs come to \$1.25. Minimum order, \$5.

A PLEA FOR FLIRTATION

(Continued from page 73)

art stills, and girls for whom no preliminaries are required.

Now let me quickly, before an army of men protest, distribute blame equally for the decline of flirtation. Men and women make each other what they are, and if I have been concentrating on the conspicuous lack of masculine skill at this sport, or even engagement in it, it is because I am, so to speak, on the other side.

But I have observed enough to understand our share of the guilt and attempt to define it. The faces of most women on the street (literally speaking) hardly invite the gentler male approach. They are set, self-preoccupied, and cold-eyed. In fact, they seldom bother to look a man in the eye with that pleased appraisal that makes the passage of a man in the streets of Europe an adventure. And I am not speaking of professional appraisal.

Too many women either have no time to acknowledge the courtesies too few men pay them—opening doors, offering seats,

picking things up—or assume that they are passes to be repulsed. It is the rare man who continues to suffer such bruises.

At parties, too few women accord the men they meet their whole attention. Either their gaze wanders, or their conversation is a monologue directed largely at themselves. Junior's school triumphs or the importance of World Federalism do not kindle the opposite eye. Nor does that narcissism, widely prevalent, that makes a woman more concerned with how she looks than with the man who is looking at her.

For the function of flirtation is to bring the illusion of intimacy to a public encounter; to warm, to amuse, to titillate, even to excite. It is a graceful salute to sex, a small impermanent spark between one human being and another, between a man and a woman not in need of fire. And it would make this impermanent life a lot more fun if more of us learned the art of keeping the spark alive, and glowing.

PUERTO RICAN CLOTHES REVIEW

Details from pages 98-101

The clothes up for discussion here are shown earlier in this issue, were photographed in San Juan, would make equally good fashion-sense in any city with a fairly lofty temperature-reading and the following day-dress requirements: coolness, coverage, a high prettiness-quotient.

PAGE 98 *Against the whitescape of the old San José Church . . .* Vogue's model wears a beige pleated skirt and sleeveless top, which we've cinched with a crush of honeyed beige kidskin. By Sloat, in Fuller fabric of Arnel-and-cotton. Top, \$12; skirt, \$15. These, and the Gobbi hat: Altman's.

PAGE 100 *Backing the slide trombone in the photograph at top . . .* a silky red shirt dress with the softness that's one of

the great shirt-attractions now—rolled sleeves, crushy belt, a skirt that's full enough to sway. Dress, by Nantucket Naturals, of rayon-and-silk; about \$40. From Altman's.

PAGE 100 *At the foot of a San Juan "stair" street . . .* straw-coloured shirt tucked into a spurt of chocolate-brown pleats. By Majestic, of Dacron-and-cotton. Shirt, \$6; skirt, \$15. Gobbi hat. All: Altman's.

PAGE 101 *In a blue-cobbled PR street scene . . .* pale-grey cotton piqué with a blouse that just skims the skirt-top. Separates? Separates. This kind of look rests its case, in fact, on the grounds that it needn't be doggedly blouse-and-skirtish. By Custom Craft, in Fuller fabric. The blouse, \$16; skirt, \$19. Altman's. Lilly Daché hat.

MONEY FOR YOURSELF... YOUR ORGANIZATION



Show wonderful new Griffin deluxe personal Christmas greetings. Over 60 thrilling new EXCLUSIVE designs—master-crafted on the finest of printing papers—rich water color printings, special foil inlays and a host of other fine features you'll find only in Griffin Originals. The sentiment and name imprint inside the cards actually compliment the design. Truly the finest personal Christmas cards in America.

**EARN EASILY
\$500-\$1000**

You or your organization can earn easily \$500-\$1000 even more. It's fun—it's easy. Send today for a sample kit—all you need to start earning money. A Free book on fund raising is available on request.

SEND FOR SAMPLES TODAY

EXCLUSIVE DEALERSHIPS AVAILABLE

GRIFFIN ORIGINALS

446 Bayfield Drive, Fairport, New York

Gentlemen:

Please send me:

☐ DELUXE SAMPLE KIT

☐ FREE FUND RAISING PLAN BOOK

If I decide not to accept your offer, I will return the kit at your expense.

Name.....

Address.....

City..... Zone..... State.....

Griffin
The Ultimate ORIGINALS
In Fine Personal Christmas Greetings

Brand Names make wise buying easier!



You don't have to be an expert shopper to be assured of satisfaction when you buy by Brand Name.

Brand Names are built on your confidence. You and your neighbors dictate the standards a Brand Name product must meet to consistently deliver the value and service you want.

A respected Brand Name is a manufacturer's most valuable asset and he spares no effort to protect it by constantly bettering his product.

A Brand Name is the maker's guarantee of satisfaction which is doubly endorsed by the dealer who sells it.

For dependable quality and consistent satisfaction you do better with brands you know; get to know those you see advertised in this magazine.

To get the most for your money buy by Brand Name and be sure!

A Brand Name is a maker's reputation



BRAND NAMES FOUNDATION, INC. • 437 FIFTH AVENUE, NEW YORK 16, N. Y.



**BETMAR
BERET**

...our pert
new version
beautifully detailed
with smart stitching
to accent its gleaming
panne velvet.
Black and iced
summer shades.
About \$9.
At fine stores
everywhere, or write
BETMAR HATS, Inc.
1 West 39th Street
New York 18, N. Y.

Betmar

Betmar

VOGUE PATTERNS

(Other views, sizes, yardages of the Patterns shown on pages 104-105)



Left: Vogue Pattern 4000. One-piece dress in sizes 12 to 20 (32 to 40). For size 14, allow 3 yards of 45" fabric without nap. \$1.
Centre: Vogue Pattern 9753. Dress in sizes 10 to 18 (31 to 38). For size 14 you'll need 2 $\frac{3}{8}$ yards of a 45" fabric without nap. 75c.
Right: Vogue Pattern 9739. Dress in sizes 10 to 18 (31 to 38). For size 14, use 4 $\frac{7}{8}$ yards of 39" fabric without nap. 75c.

VOGUE PATTERNS ARE AVAILABLE AT IMPORTANT SHOPS IN EVERY CITY OR BY MAIL (POSTAGE PREPAID), FROM DEPARTMENT V, VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 198 SPADINA AVE., TORONTO, ONTARIO. (Some pattern prices are slightly higher in Canada) Note: Connecticut residents please add sales tax. These patterns will be sent third-class mail. If you desire shipment first-class mail, please include 10c additional for each pattern ordered.

VOGUE'S SUPER FOOD SYSTEM

(Continued from page 111)

Islands Saigon Cinnamon. Chill well.

PÊCHE CARDINALE—A refreshing dessert to follow game: Melt Crosse & Blackwell Raspberry Jelly, cool, and pour over Tioga White Nectar Freestone Peaches. Flavour with kirsch or framboise liqueur and sprinkle with toasted almonds.

GINGER SOUFFLÉ—Chop fine Rich's Ginger Root in syrup and add to a soufflé base with a dash of brandy. For the sauce: the syrup, sweetened whipped cream, and brandy. An excellent dessert to follow a curry.

APRICOT FILLING—Roll Crosse & Blackwell Apricot Jam in French pancakes, sprinkle with sugar, and serve hot.

CHOCOLATE ROLL—For a quick Chocolate Roll dessert, Nestle's Sweet Milk Cocoa, already sweetened.

FRUIT MOUSSE—For a fast mousse dessert, mix such frozen Fruit Ades as orange, lemon, and lime with egg white, cream, and additional flavouring in a blender with shaved ice.

APRICOT CREAM—Mix cream, eggs, apricot liqueur, and Knox Unflavored Gelatine with Heart's Delight Apricot Nectar.

PRUNE MONT-BLANC—Use bottled Sunsweet Prune Juice, Knox Unflavored Gelatine, and kirsch, topped with whipped cream.

JUNKET SUNDAE—Top plain Junket with a combination of sweet cream and Old Colony canned Maple Syrup.

BLUEBERRY TURNOVERS—Top Pepperidge Farm Blueberry Turnovers, crisp and hot from the oven, with sour cream.


APFELSTRUDEL—Pepperidge Farm Apfelstrudel can be served as a warm dessert with cheddar cheese or thick, rich cream.

ORANGE TART—Fill a delicate tart, made of Pillsbury Golden Pie Crust Mix, with an orange custard mixed with curaçao and Crosse & Blackwell Orange Marmalade.

CHOCOLATE CHIFFON PIE—Fill Pillsbury Golden Pie Crust Mix with Jell-O Chocolate Chiffon Pie Filling. Top this with whipped cream, and over it grate Baker's Unsweetened Chocolate.

ENGLISH TRIFLE—Toast a cake made from Pillsbury Pound Cake Mix. Then soak it with heavy sherry or rum, pour over a sherry or rum-flavored custard. Float islands of sweetened whipped cream. Sprinkle all over with blanched, sliced almonds, toasted.

Handkerchief of the Month



**SOCIAL
BUTTERFLIES...**

hover over nosegays of
meadow-sweet blooms
—printed on sheer imported
white batiste handkerchiefs
... very special way to say
"thank you" to all your
weekend hostesses. Look
for the Burmel label at
better stores everywhere.

Burmel New York

*Reg. U.S. Pat. Off.

If he admires redheads...

Be one!



The most fabulous reds are by **CLAIROL**

Now setting the tone for smartest hair styles, the new Clairol® Red Fashion Colors.* Pale, brilliant or burnished. All of them aglow with a lovely silvery light. Now at your beauty salon.

*T.M. ©1959 Clairol Incorporated, Stamford, Conn.

A woman with blonde hair and red lipstick stands in a forest, wearing a vibrant green Dalton Knitted Silk outfit. The outfit consists of a long-sleeved, button-down jacket with a high collar and a matching skirt. The background is a lush, green forest with large trees and dense foliage. The woman is looking directly at the camera with a slight smile.

there's
that
woman
again...this time
in a

Dalton

Knitted
Silk

ALSO MAKERS OF JAMES KENROB SPORTSWEAR

the new and wonderful and elegant look . . . pure silk knit sweaters and skirts . . . an entire collection in exquisite color tones . . .

our new full color film, "The Art and Beauty of Cashmere" is yours for showing to groups . . . no charge. Write Dalton of America, 1407 Broadway, New York City . . . or Cleveland 3, Ohio